

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVI. NEW YORK, SEPTEMBER 19, 1906. No. 12.

A Large National Advertiser writes:

"Your statement of circulation is the best we have ever seen. It is just the kind we have been fighting for for years, and we are glad to know that you are progressive enough in the field to get out such a statement."

Another writes:

"May blessings rest upon the head of the Phœnicians, Mr. —, or whoever it was that first invented statistics. Your book, 'POPULATION AND CIRCULATION,' is just what I have been looking for for a long time. This book will help me considerably, and I wish you would put my name on your list and see that I get a copy of anything of this character emanating from your office."

A well-known Advertising Agency writes:

"Accept thanks for copy of your booklet, 'POPULATION AND CIRCULATION.' This certainly is a remarkable book—the most comprehensive statement of circulation the writer has ever had the pleasure of reading."

If you are spending \$100 or \$100,000 a year in advertising, you should study the facts and figures in

"Population and Circulation"

We will gladly send a copy on request. Please address

ADV. DEPT.

The Woman's Magazine

(Largest in the World)

NEW YORK:
Flat Iron Building.

St. Louis, Mo.

CHICAGO:
1st Nat'l Bank Bldg.

Below is the title page of a 500-page book that will be issued November 1, 1906. The subscription price is one dollar, but a free copy will be sent by mail to every subscriber to PRINTERS' INK who sends in his subscription before November 1, 1906.

NEWSPAPERS WORTH COUNTING

(INCLUDING, DOUBTLESS, SOME THAT ARE NOT)

COMPRISING

- 1.—The Star Galaxy ★
 - 2.—The Gold-Mark Papers (◎◎)
 - 3.—The Roll of Honor
- AND
- 4.—All that print 1,000 copies regularly
(or ever thought they did)

ACCORDING TO THE RATINGS ASSIGNED IN THE LATEST EDITION OF
ROWELL'S AMERICAN NEWSPAPER DIRECTORY

EDITED BY

GEORGE P. ROWELL

Founder of the Advertising Agency of Geo. P. Rowell & Co., March 5th, 1865—
retired July 31st, 1905.

Founder of Rowell's American Newspaper Directory in 1869, the first serious effort ever made
to ascertain and make known the Circulations of Newspapers that
compete for Advertising patronage.

Founder of PRINTERS' INK in 1888: A Journal for Advertisers, the first
periodical ever established for the serious discussion of
Advertising as a business force.

Author of FORTY YEARS AN ADVERTISING AGENT, an epitome
of the growth and progress of Advertising
in America.



PRINTERS' INK PUBLISHING CO.

NEW YORK

1906

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVI.

NEW YORK, SEPTEMBER 19, 1906.

No. 12.

WHY NOT GLOVES?

WHEN YOU COME TO THINK OF IT, THERE IS NO WIDELY KNOWN MAKE OF AMERICAN GLOVE ON THE MARKET—ONLY ONE BRAND GENERALLY FAMILIAR, AND THAT BECAUSE IT HAS BEEN PARTIALLY ADVERTISED—A BIG INDUSTRY, A FINE PRODUCT, WAITING FOR SOMEBODY TO GRAB UP THE BEST TRADE AND LEAVE THE DREGS TO THOSE WHO MANUFACTURE FOR JOBBERS.

The other day PRINTERS' INK received a note from Joseph Hamlin Phinney, advertising manager of the Pacific Coast Borax Company, New York, saying that some time ago he had looked into the leading industry of Johnstown and Gloversville, N. Y., and came to the conclusion that somebody ought to be doing a little advertising up that way.

These two cities lie within a mile or two of each other, and their chief industry is the manufacture of men's gloves. Mr. Phinney is not directly interested in their welfare, but opportunity came his way to study the glove possibilities up there, and he found an unusual state of affairs.

"Among men who buy fine gloves," he said, "there is an impression that only an English glove will do. Out of only three makes that are at all widely known, two are English—Dent's and Fownes'. The third, Adler's, is an American product, made in this district of Gloversville and Johnstown, which are said to produce seventy-five per cent of all the men's gloves made in this country. From the silence of American glove manufacturers

you might assume there was something inferior in their goods. But as a matter of fact they make *corking* good gloves up there, and the man who buys one of the British brands for twenty-five or fifty cents more the pair is really paying, not for superiority, but simply for what he fancies, in some vague way, is such. The glove comes from England, he reasons. Therefore it must be better. American manufacturers have never taken him into their confidence, so he knows no better.

"I am surprised that long before this some distinctive American glove with a strong trade name, one that can be easily trademarked and remembered, has not been placed on the market and advertised through general mediums. I venture to say not one man in seventy-five could tell you whose make of glove he has on. But he could instantly tell you the make of his collar and shoe. Why? The names of both the latter have been persistently hammered into him by advertising. He first bought them for that reason, and they suited, and he will continue to buy them until some other manufacturer comes along with a good argument why he should change. Then he will change—at least, enough men will change to give the newcomer a good, increasing trade. You say collars. 'E. & W.' comes into your mind. Shoes: 'Regal.' Gloves? What! No name at all. No distinctive glove has ever yet been impressed on the American man. A fortune waits the first nifty American glove manufacturer who makes a good line of gloves, and keeps up the quality.

and steadily advertises them to the American public—yes, and the foreigner too.

"Manufacturers to whom I have talked on this subject say 'But the expense is too great; we have tried advertising and it did not pay.' On investigation I find that their advertising consisted largely of dry trade announcements in trade publications. No wonder it did not pay. Trade paper advertising is all well enough so far as it goes. But it only advertises gloves to other manufacturers or buyers in the trade. That, of course, is not enough. The consumer is the man to be reached, and when the manufacturer has got the public the trade will come to him too as sure as the sun shines. It will come at his own terms and prices.

"But the expense!" protests the manufacturer. This need not be so great as he believes. As for results, at this late day in advertising they are certain with proper methods. The trained advertising man will not have to experiment with this product. I could name half a dozen advertising agencies who could handle it almost as a guaranteed proposition. There is no gamble or uncertainty. With time, quality, money and advertising, the successful marketing of a world-famed American glove is what Borax Bill would call 'a cinch.' This advertising could be made as interesting as a fairy tale. It can be illustrated in a thousand different ways to entertain, convince and make purchasers of the glove-wearing millions. It would unquestionably make purchasers out of thousands who have never worn gloves at all. For instance, a striking series of ads could be made from the various purposes for which gloves are worn—dress, protection, warmth, driving, party, street, etc. Even as small space as three or four inches can be utilized effectively by one who knows how to force advertising statements on readers.

"Some of the manufacturers still objected that their margin of profit does not allow anything for publicity. I say, Raise your long

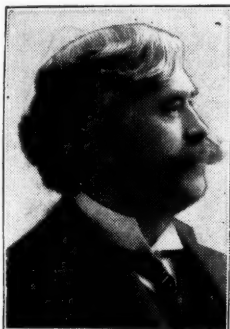
prices, then. The retailer will kick? He won't until you get the consumer's trade, and then it's too late. Besides, he must pay any price you ask for the advertised brand. He keeps getting calls, he finds that the public will not take anything else he may try to sell—as it won't if educated not to in advertising. And so he has to pay the price to get the goods, and the manufacturer has more money with which to do more advertising. I make the statement, and can prove it out of my own experience, that raising the price of an article three times in as many years, though it was already the highest cost to the trade of any in its class, did not hinder sales one dollar's worth, while the last raise put over a quarter million additional net profit into the pocket of the manufacturer."

With a view to learning what the glove manufacturers themselves thought of general advertising, the reporter went up into the glove district of New York, around Wanamaker's on Broadway, where the large glove houses have salesrooms for the trade. Those visited were a pretty conservative lot. Most of them manufacture for jobbers, and send out their product with jobbers' brands and trademarks. The old, old game, played on a margin of profit along which a cat could not walk securely. The suggestion of advertising direct to the consumer and sending out goods direct to retailers, bearing the manufacturer's own trademark and guarantee, did not appeal to them as a good thing at all. In fact, it startled some of the glovers. Instead of looking at the bright side of the picture, they instantly looked at the dark side. Good Lord! suppose they did this? What would the jobber say?

There is one brand of American gloves widely known—that is, widely in comparison with any other brand. This is Adler's, and it is so fixed as a standard glove for which people ask in the shops that many are under the impression it is an English product, like

(Continued on page 6.)

Advertising at Wholesale Rates



Generous Combination Rates for Advertising in the Iowa Homestead and the Other Pierce Publications.

In order to enable the general advertiser who finds that "the cities have been advertised to death" to reach the fresh, eager, unspoiled field of the American farmer, the Pierce Publications—the greatest group of farm papers in the world—have arranged to sell their space to the advertiser in combination at a wholesale price—something new to the advertising public. Read our two great offers:

OFFER NO. 1.—Space in the five Pierce Publications for \$1 a line, flat. The Pierce Publications comprise **The Wisconsin Farmer**, Madison, Wis., with 30,000 circulation, covering Wisconsin and Southern Minnesota; **The Iowa Homestead**, Des Moines, Ia., with 80,000 circulation in Iowa, Illinois, Nebraska and South Dakota; **The Farmer and Stockman**, Kansas City, Mo., with over 50,000 circulation in Missouri, Kansas and Oklahoma; **The Farm Gazette**, with over 60,000 circulation in the nine States of the Middle West, and **The Homemaker**, with 120,000 circulation among Western farmers' wives. Grand total over 340,000.

OFFER NO. 2.—Space in "The Homestead Trio" on a basis which gives the advertiser who is already using **The Homestead** the benefit of a special rate of 12 cents a line for **The Farmer and Stockman**, with over 50,000 circulation, and 8 cents a line for **The Wisconsin Farmer**, with 30,000 circulation, reaching 80,000 farms for 20 cents a line. The following is the combination rate card of "The Homestead Trio," guaranteed circulation over 160,000.

	HOMESTEAD Only	Homestead and Wisconsin Farmer	Homestead and Farmer & Stockman	Homestead, Wis- consin Farmer and Farmer & Stockman
Less than 250 lines to be used within one year	35c. per line	43c. per line	47c. per line	55c. per line
250 to 500 lines to be used within one year.	33c. per line	41c. per line	45c. per line	53c. per line
500 to 1,000 lines to be used within one year.	30c. per line	38c. per line	42c. per line	50c. per line
1,000 to 2,000 lines to be used within one year	28c. per line	36c. per line	40c. per line	48c. per line
2,000 lines and upwards to be used within one year	26c. per line	34c. per line	38c. per line	46c. per line

Address all communications and send contracts, copy and electros, to

THE PIERCE PUBLICATIONS,
Homestead Building, **Des Moines, Iowa.**

Fownes' and Dent's. What made Adler's known? Inquiry developed the fact that, out of all the American output, it had from time to time been advertised in a desultory way, chiefly through signs for the retailer and such accessories. It is also said to be one of the few gloves sold direct to retailers, and the house is credited with having 4,000 retail accounts, or more than any other concern in the trade. But an advertising man would not concede that the Adler glove had been advertised at all, and if this much enterprise can show such results it seems to back up Mr. Phinney's assertions in a strong way. Next to the great unoccupied field that neglect of advertising by American makers offers the glove house that would adopt modern tactics, there is also the fact that no English glove is widely exploited. Fownes' and Dent's have a world-wide reputation for quality, but resting so largely on assumption that to attack them would be to explode a soap-bubble, and somewhat like getting money from home. One of the manufacturers said that importations of men's gloves probably aggregated not more than ten per cent of the entire trade in this country. There are 200 manufacturers in the two glove cities up State, and they produce about \$15,000,000 worth of goods yearly, chiefly fine grades. Another \$4,000,000 or \$5,000,000 worth of gloves comes from San Francisco and the Northwest, where fur and heavy leather grades are made. Very few women's gloves are manufactured in this country, the glove men say. Those long feminine gloves that reach above the elbow, and in some cases seem to tie around the neck, are commonly imported from France. To get the feminine trade through general advertising might not be easy. But the men's glove trade is waiting for somebody to come along and adopt it.

Joseph W. Gibson, publisher of the *Haberdasher*, endorsed Mr. Phinney's views, stating his belief that the first American glove

house to advertise in general mediums, and in the right way, could have the cream of the trade and practically make its own prices. He also gave an insight into the industry that shows how acute this price question is at the moment, with the trade on present lines.

Like all raw materials, the skins from which gloves are made have lately advanced in price. Chicago produces about 5,000,000 hides yearly of all kinds, the average hide weighing about fourteen pounds. Last year at this time the price was eight cents per pound for this raw skin, and was considered high. But this year the price is fourteen cents. There has been an advance of seventy-five per cent, and every industry that uses leather, from shoes to harness, is met with conditions so severe that, in many lines of manufacture, profits have vanished. Some of the glove manufacturers are actually losing money on certain grades. Methods of selling through jobbers keep prices down to starvation profits, and no glove house dares step over the line. Not one counts with the consuming public to a degree that would enable it to force its goods past jobbers and retailers at its own prices. In Gloversville and Johnstown, out of 200 manufacturers, about fifty deal direct with the retailer. All others manufacture for the jobbers. The bread of all, just now, is bitter.

Men's gloves are made chiefly of lambskin and goatskin; even "dogskin," "buckskin" and "doeskin" being largely trade names for grades of leather made from the hide of the sheep. Some calf-skin is used. The leather undergoes a lighter dressing than for shoes, and is colored to suit. When the leather is ready to be cut into gloves, the first of a series of delicate operations is performed by the cutter. In Johnstown and Gloversville many of the manufacturers operate in a small way, cutting their gloves in barns and then giving them out to sewers who take them home.

The country side for miles around is inhabited by people who combine farming and glove-sewing, and upon this skilled labor the industry depends, so that the two cities have virtually a monopoly of this product. Stitching together the various pieces of a glove requires much care, for the junction must be made as close to the edge of the skin as possible, and yet be strong. Putting in the thumb-piece is most critical of all. Badly made gloves give way first at this part. French gloves are said to be superior to all others because of the nicety with which they are fitted to the hand. In this detail they hold the feminine trade. But in men's gloves the best American product is conceded to be the equal of either English or French makes. The latter seem to lack an element of sturdiness and masculinity demanded by Americans and Englishmen. American gloves are admirably adapted to the movements of the hand, so that they give ease and wear well under strain. In shape and quality of stitching, too, they are accorded a place second to none. Fit has been perfected through the manufacture of sizes with short and long fingers.

Gloves are made from a natural product, leather, and so are in some ways an unknown quantity. Goods made from a woven fabric are always uniform in texture, color and wearing qualities. But after leather gloves have been stitched they must be matched in color and texture. This is a detail where skill and quality count immensely. Some skins are thick, others thin, and none exactly duplicates another in texture and color. Even with the most exquisite care, one glove in a pair may wear long and the other go to pieces quickly. The stability of the best brands, therefore, depends on proper matching as well as material and workmanship.

These brief details indicate what a vital technical story lies dormant in the industry. From time to time scraps of this story find their way into newspapers. But no American glove manufacturer

has ever told it to the wide public, nor any foreign manufacturer. Technically and in business conditions this is virgin soil, waiting the manufacturer who dares inaugurate new methods.

JAS. H. COLLINS.

CANADA'S FUTURE.

Taking a bird's eye view of Canada, having watched it for the past seven years rise slowly from its Rip Van Winkle rest, I am convinced that the Dominion's day is just dawning and that within twenty years there will be millions of people west of the Lakes; that Winnipeg will be the second if not the first city in Canada, and that the big questions coming before Parliament will be settled out there in the open where the warm chinook is blowing, in the West.—*Independent*.

EIGHT MONTHS OF 1906

*From Jan. 1, 1906, to August 31,
1906, The Chicago Record-Herald*

Gained 2,130 Columns Advertising

*over the corresponding eight
months of 1905.*

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

THE CHICAGO RECORD-HERALD

Lincoln Freie Presse

Lincoln, Neb.

Actual Average
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

MAIL-ORDER ADVERTISING IN DAILIES.

A new undertaking by special agents is announced by the Hand, Knox & Cone Co., of New York and Chicago, who have made up a list among the prominent daily newspapers they represent, consisting of Saturday, Sunday and weekly editions, with a claimed total circulation of 1,300,000, which they are bringing to the attention of mail-order advertisers.

Chas. S. Patteson, experienced in both general and special agency work as well as in newspaper publishing, is in charge of this new "National List."

"Since we have papers published in eighteen cities," Mr. Patteson explained, "including many of the largest in the United States, we believe we have excellent warrant for the name 'National List.' And our cities, with their respective fields, are not only well scattered, but they are located in what we call the great mail-order advertising country—the Central, Northwestern, Western, and Southern States.

"Almost simultaneously, several months ago, our publishers and ourselves had our attention directed to the fact that mail-order advertisers were developing a trend toward weekly publication of their business. Naturally we got busy in an effort to meet their recently developed demand. The outcome is the formation of this National List of strictly non-competing mediums, all in fruitful territory, under conditions most favorable to the class of advertisers whom we have already interested; and the best of it, to our way of thinking, is that the entire guaranteed circulation of 1,300,000 each week can be offered at so low a rate as \$2 per line, flat, indicating the small unit of one-seventh cent per line per thousand.

"What we believe will strongly appeal, in the National List, to every advertiser seeking mail responses is the opportunity involved in this proposal to put to the test some new offering or variation of an old one, under

conditions highly favoring satisfactory results. Within ten days after he places his order with us he will have publication in every medium in the list. That is the first advantage—after quality and quantity of circulation and very reasonable rate. Then, if he must prosecute his campaign in rush order in a single season, he can secure in the National List four insertions in a month, nine in two months, thirteen in three months; and with publication at such brief intervals he will get the benefit of cumulative force advancing almost in arithmetical ratio.

"Regarding the mediums and their handling of this business, it has been arranged that prominence be given these advertisements in each issue by grouping and 'featuring' them, in excellent position on very desirable pages, so that the attention of readers shall be instantly commanded and their impulses to respond and buy excited to a large degree.

"In addition to the Sunday and Saturday issues, including in every case special contents features that appeal to all the members of a family, we insert in such weeklies as the *Kansas City Weekly Journal*, with 200,000, and the *St. Paul Farmers' Dispatch*, with 100,000, making up the total of 1,300,000 each issue. And there is no guesswork about this output, for practically every publisher has long been in the habit of making detailed and sworn statements that are universally accepted—most of them, in fact, have qualified for PRINTERS' INK'S Roll of Honor.

"Our 'rules and regulations' are very simple," Mr. Patteson concluded. "We save the advertiser's money by making light the burden of expense for plates; one key number will be run for all the mediums; space will be sold down to seven lines, or one-half inch—that is the minimum; and when orders and copy are received at our New York office not later than Thursday (Chicago office Friday), insertions in the entire list will be made the following week.

SEYMOUR EATON

Advertising Counsel

1323 Walnut Street, Philadelphia

Mr. Eaton consults with large advertisers regarding the preparation and placing of advertising copy Conferences by appointment

SELF ADVERTISING BY NEWSPAPERS.

To one who studies the subject, the number and novelty of the schemes employed by the daily press for self advertising are a source of surprise. Publishers seem to be waking up, more and more, to the efficacy of their own medicine, and to be taking it in larger doses. It is quite probable that many of them have acquired a new and very comforting faith in the value of their own space through returns from their own advertising. At any rate, self advertising by newspapers in their own columns is steadily increasing, and the very evident care which is given to the formulation and presentation of strong arguments, and to the conception of "taking" or novel schemes, shows that it is not merely a matter of filling unsold space.

In some cases, the purpose of this advertising is to boom the "want" ads, which the intelligent publisher has come to regard as news, and the volume of which is now taken into account by the knowing advertiser in estimating the value of the paper as an ad-

vertising medium. In other cases, the effort is almost wholly to increase circulation, another essential to both publisher and advertiser; and in still other cases, the appeal is direct to the possible consumer of display space, who, after all, is the one who pays the freight and the one who must be reached, directly or indirectly. There should be more of self advertising by newspapers in their own columns, in the columns of competing papers, when it will be accepted, and in any paper which goes to the advertising managers of the large general advertisers whose money makes such a difference in the profits of the daily press, and who now, perhaps more than ever before, have to be "shown." For the purpose of encouraging such advertising, to the mutual benefit of publishers and advertisers, PRINTERS' INK proposes to make note, from time to time, of ideas old or new which seem worthy of emulation, with such comments as may suggest themselves.

* * *

Among the schemes for increasing circulation the free admission ticket to some park or other place of amusement seems to be quite

popular. The Brooklyn (N. Y.) *Eagle* recently did it in this way:

Free tickets for school children to hear Duss and his band. To school children under 15 years of age—will be distributed by the Brooklyn *Daily Eagle*. Through the courtesy of Edward D. Rice, manager of the Manhattan Beach Theater and Mr. Duss, tickets for matinees of June 23, 25, 26, 27, 28, 29. Children wishing tickets for Saturday matinee can secure same by writing name here and bringing this advertisement to the *Eagle* Information Bureau, fourth floor, *Eagle* Building, after 12 m. Friday.

Name..... School No.....

The Pittsburg (Pa.) *Leader* did it like this, necessitating the purchase of seven copies of the paper to secure a free admission to Dream City:

The Pittsburg *Leader* Dream City Coupon, Number 2.

This Coupon, when presented at the Dream City Box Office, with Coupons Nos. 1-3-4-5-6-7 entitles the bearer to Free Admission to the Park. Seven Coupons, numbered from one to seven, must be presented.

Coupon No. 3 will be printed Tuesday.

The Boston *Post* extended its Sunday advertising by an ad like the following in Monday's issue, thus, no doubt, creating an extra demand for Sunday's issue and quite likely getting it into the hands of many new readers:

To-day is Sunday *Post* Day at Paragon Park.

Five Free Tickets for the Leading Attractions Appeared in Yesterday's Sunday *Post*.

The Park is reached by the Nantasket Boats from Rowe's Wharf, making hourly trips, 20 minutes past the hour, all the way by boat, and half-hourly trips during rush hours, by boat and rail. Delightful trip down Boston Harbor. Last trip back to Boston by rail and boat at 10.43 p. m.

The Montgomery (Ala.) *Journal* did it this way:

Journal Day at New Electric Park—Monday, July 23.

Cut Out

Journal Day, Monday, July 23.

Present Coupon at the entrance to any one of the following places of amusement and it will be good for one ride on Toboggan Slide, Merry-Go-Round, Circle Swing, Meshes, Baseball Device and Hales' Car, all open from 3.30 to 6.

Skating Rink (from 3.30 to 4 only). Remember!—This Coupon is good for only one admission to one attraction, and will only be received on the day in-

dicated above, between the hours of 3.30 in the afternoon and 6 in the evening. They will be accepted only from children under twelve years of age.

The holder of this Coupon agrees that under no conditions will the Park company or the Montgomery *Journal* be held responsible in case of accidents, and all parents or guardians do likewise release both companies herein named.

Cut Out

The Children's Popular Favorite—The Merry-Go-Round.

A Most Pleasing Novelty—the Baseball Device.

The Mammoth Circle Swing—the Favorite Pastime.

The Shooting Gallery. Japanese Ping Pong. Penny Arcade.

Amusing—Entertaining—Instructive. Hales' Tour of the World—A Historical and Scenic Treat.

Bowling, Pool and Billiards. Skating Rink. Boating and Fishing.

Two Concerts Daily.
Now see the Toboggan Slide.

The Houston (Tex.) *Daily Post* gave as rewards for new subscribers and renewals, thirty-two trips valued at \$1,975 and thirty-one scholarships valued at \$4,170, the conditions being shown by the ad reprinted here:

3½ Days—Until Noon, June 23—To Help Contestants To Win Those Extra Prizes.

Three round trips to Manitou, Colo., including sleeping car fare and board at the Mansions for one week. Total value \$195.

Five round trip railroad fares from Denver, Colo., to Salt Lake Utah. Value \$175.

Value of Extra Prizes \$370.

Regular Prizes! 32 Trips Valued at \$1,975.

Regular Prizes! 31 Schools Valued at \$4,170.

Votes are allowed for Subscription Payments made by New and Old subscribers, and these votes count on the extra prizes to be awarded on the count of votes from June 13th to June 23d. A contestant does not have to be un high in the score list to win one of these extra trip prizes. The trips to Manitou are open to scholarship contestants as well as to trip contestants. Now's the time for "A long pull, a strong pull, a pull all together," in the Great Battle of Ballots.

Bring or Send Your Money to the Office of the *Post*.

SUBSCRIPTION RATES AND CONTEST CREDITS.

Paid Subscriptions count in the Houston *Post* Contest, twice as many points being allowed for New subscriptions as for renewals for the same period. The Circulation Manager of the *Post* will determine whether the subscription has been properly marked "New" or "Old." Credit will then

(Continued on page 12.)

NEW

SUBSCRIPTIONS

OR

RENEWALS

to PRINTERS' INK, received at this office before November 1, 1906, together with \$2 as payment therefor, will receive a FREE copy of "*Newspapers Worth Counting*," which will be issued on November 1st.



NEWSPAPERS WORTH COUNTING is a volume of about 500 pages of PRINTERS' INK size. It will be compiled on the basis of information contained in the 1906 edition (38th year) of Rowell's American Newspaper Directory. The book will enumerate all the papers and periodicals of the country which are supposed to print regularly over a thousand copies. There are 8,000 of these in the Directory; the other 17,000 publications which the Directory lists will not be given mention in NEWSPAPERS WORTH COUNTING. The assertion has often been made that these 17,000 papers can be of no interest whatsoever to a majority of general advertisers.

NEWSPAPERS WORTH COUNTING will be sold for one dollar a copy, retail price, and will be the most instructive handbook and guide for advertisers that was ever put together.

PRINTERS' INK PUBLISHING CO.

10 Spruce St., New York City.

be given according to the following schedule:

DAILY AND SUNDAY "POST."				
Months	Credits		Mail	Prices Delivered
1	150	75	\$0.75	\$0.75
2	300	150	1.50	1.50
3	450	225	2.25	2.25
4	650	325	2.95	3.00
5	850	425	3.65	3.75
6	1100	550	4.25	4.50
7	1350	675	4.90	5.25
8	1600	800	5.55	6.00
9	1850	925	6.25	6.75
10	2100	1050	6.90	7.50
11	2350	1175	7.50	8.25
12	3000	1500	8.00	9.00

SUNDAY "POST" (Only)				
	Credits		Price By Mail	
1 Year.....	500	250	\$1.50	
6 Months.....	100	50	.75	

SEMI-WEEKLY "POST."				
	Credits		Price By Mail	
1 Year.....	250	125	\$1.00	
6 Months.....	120	60	.50	

BLANK FOR REMITTANCE.

The Post, Houston, Texas:

I Desire to Aid

(Write in Your Choice for Trip.)

(Write in Your Choice for Scholarship.)

Vote for Two

by paying in ad- { DAILY
vance to the Post { SUNDAY ONLY } for
.....Months, and inclosed find \$.....
to cover subscription, beginning.....
1906.
.....Votes if New Votes if Old
Name.....
Post Office.....

The New Orleans (La.) *Daily States* recently conducted an "Education Contest," giving one free scholarship in a business college to the young woman, and one to the young man, who had the most votes. A coupon like the following was used, and, of course, extra copies were not only sold because of the coupon but because of frequent reports of progress of the contest, which naturally all friends of the contestants were anxious to read:

Coupon—One Vote.

TWO SCHOLARSHIPS FREE.

The *Daily States* will give two complete scholarships in Spencer's Business College—one to the young woman receiving the greatest number and one to the young man receiving the greatest number of votes.

Name.....

Address.....

Send in votes addressed to "Educa-

tion Contest," *Daily States*. Contest closes at 7 p. m., Wednesday, August 22, 1906.

The Pittsburg (Pa.) *Dispatch* enlisted the valuable aid of Pittsburg's boys and girls in building circulation, through a plan which was interestingly presented in that publication as follows:

Boys and girls, read this. A great opportunity to get a \$250 Pony Outfit Absolutely Free.

All you have to do is to be industrious—around that word swings the hope of your success. It costs you nothing to enter this contest; any boy or girl is eligible and has an equal chance to win.

This is the Plan—The boy or girl who gets the greatest number of points to his or her credit before August 1st will be presented with a pony, park wagon, harness and everything complete, absolutely without any charge whatever.

Here are the Points:

A new subscriber to the Sunday issue of the *Dispatch* paid for 10 weeks in advance counts 50 points.

A new subscriber to the Sunday issue of the *Dispatch* paid for 20 weeks in advance counts 100 points.

A new subscriber to the Sunday issue of the *Dispatch* paid for 30 weeks in advance counts 150 points.

A new subscriber to the Sunday issue of the *Dispatch* paid for 40 weeks in advance counts 225 points.

A new subscriber to the Sunday issue of the *Dispatch* paid for 50 weeks in advance counts 300 points.

An old subscriber to the Sunday issue of the *Dispatch* paid for 10 weeks in advance counts 25 points.

An old subscriber to the Sunday issue of the *Dispatch* paid for 20 weeks in advance counts 50 points.

An old subscriber to the Sunday issue of the *Dispatch* paid for 30 weeks in advance counts 75 points.

An old subscriber to the Sunday issue of the *Dispatch* paid for 40 weeks in advance counts 100 points.

An old subscriber to the Sunday issue of the *Dispatch* paid for 50 weeks in advance counts 150 points.

While everyone stands an equal chance, yet only one person can win the pony outfit. As the *Dispatch* does not want boys and girls who enter this contest and are not successful to work for nothing, every boy and girl who does not win the pony outfit will receive 10 per cent of all the collections they bring to us on new subscriptions. Here then, is an opportunity to make money during vacation days.

In case of a tie between contestants who get the most points, the value of the pony outfit in cash will be divided between those contestants.

Now, boys and girls, get busy—The contest is a short one, ending July 31st. Come to the *Dispatch* Office, ask for the Manager of the Pony Department, get your Subscription Banks and detailed information and rules governing

the contest and start out at once. Ask your father and mother, brothers and sister, uncles and aunts to help you. Do not delay. A little effort and this pony outfit is yours.

If you cannot call, write.

THE "DISPATCH" OFFICE,

Pony Department,
1331, 1333, 1335 Fifth Avenue.

The Marietta (O.) *Daily Register* gave ten free trips to Atlantic City, with a week's board, on the following basis:

The Register's Ten Free Trips to Atlantic City.

A free trip to beautiful Atlantic City—the most famous seaside resort on the two continents. The trip there and return, and a week's free entertainment at one of the leading hotels. And not only one of these delightful pilgrimages—but ten. This is the offer the *Register* makes to its readers and their friends in Marietta and surrounding country—wherever the *Register* circulates, and we predict that the voting which is to determine the ten lucky individuals, will be one of the most exciting newspaper contests ever conducted in this section of Ohio.

HOW IT WILL BE DONE.

The Ten Free Trips will be awarded to the highest contestants in the following classes:

1. One Saleslady or Salesman.
2. One City Employee (not elective position).
3. One Stenographer (either lady or gentleman).
4. One Telephone Girl.
5. One Citizen of Williamstown, W. Va.
6. One Street-Car Employee (any department).
7. One Representative from any Fraternal Organization.
8. One Barber.
9. One Member of Organized Labor.
10. One Free-For-All (open to everybody).

Voting Coupons will appear in the *Register* each day, and readers can vote as often as they can secure coupons. Write the name of your choice for each of the ten trips. Remember you can vote for ten of your friends. Extra papers for voting purposes will be sold at the rate of two (2) cents.

The Contest closes on Saturday Night, August 4th, when all votes must be counted.

How to Secure Additional Votes.

Two voting coupons are printed. The one to the left is the ordinary coupon, counting for one vote for each contestant voted for. The coupon to the right is voted with new or paid in advance subscriptions secured by the contestants, and one vote is credited for each cent paid in advance on these subscriptions. For instance, a contestant secures from a friend a year's paid in advance subscription to the *Daily Register* at the rate of \$5, and thus gets 500 votes. \$2 paid in advance entitles to 200

votes, etc. The *Daily Register* is 10 cents a week; the *Weekly Register*, mailed to any address in Washington County, at the rate of \$1 a year entitles to 100 votes; outside of the county, \$1.25 entitles to 125 votes. In this manner the contestants are enabled to greatly improve their chances of winning one of the Ten Free Trips.

The St. Paul (Minn.) *Pioneer Press* prints a coupon as below:

HOW Old Was Ann?

This question might have been successfully answered with the *Pioneer Press* Numerical Mind Reader.

Tells any person's age. It never fails. Very interesting and will furnish no end of amusement for a party of two or more, or a family gathering.

Tells the young lady's or man's age, and the old maid or bachelor cannot dodge the truthfulness of figures produced by the little wizard.

Bring or mail four of these advertisements of different dates from the daily or Sunday *Pioneer Press* and five cents to Room 208, Pioneer Press Building, and get the Numerical Mind Reader. No charge for mailing.

PIONEER PRESS CO.,

Room 208, Pioneer Press Building,

And the Louisville (Ky.) *Evening Post*, in common with numerous other dailies, takes advantage of the present souvenir post card craze by printing a coupon like this:

Free Post Card Coupon.

This coupon is good for (1) one *Evening Post* souvenir post card.

*The *Evening Post* Post Card Series covers all of Louisville's public buildings, park bridges, street scenes, etc.

Sign name and address below and present at the *Evening Post* Circulation Department, 317 W. Walnut St., near Fourth.

Name _____

Address _____

*There are twenty views in the complete set. Price without coupons, 25c., postage paid.

The same publication also gets after Young America of the male persuasion with the following tempting proposition:

Free—Uniforms, Balls, Bats, Gloves, Masks, Etc. for Louisville's Amateur Baseball Clubs and Amateur Players.

A Complete Outfit of Shirt, Pants, Cap, Belt and Stockings, will be given to anyone securing Six New Six-Months' Subscriptions.

This gives amateur nines an opportunity to uniform themselves complete without cost.

See Outfit on Display at the *Evening Post* Circulation Department, 317 West Walnut Street.

Get blanks either by calling for them

or by mail. Both 'phones, Nos. 134 and 544.

Perhaps one of the best ideas for self advertising by a newspaper—one that gets very close to the people and keeps them interested, is one which was employed some time ago by the Galveston (Tex.) *Tribune*. It is explained in detail in the reprint below, which was accompanied by a large blank on which the contestants were to send in the news items:

Do You Know Of Any News?

Tell the *Tribune* and Win \$10. A Profitable, Interesting and Instructive Contest.

The *Tribune* will give Ten Dollars to the person sending in the largest number of original and acceptable items of news between July 5th and 31st.

The person sending in the second largest number of items will receive a year's subscription to the *Tribune*.

Professional newspaper workers, now or heretofore regularly engaged upon a newspaper, are barred from this contest.

What Is News?

Anything that happens and many times events that are soon to transpire in which a considerable number of persons are interested.

Personals with correct initials and names of places will be accepted as items.

If the same item is received from more than one person it will be credited to the first opened in the office.

Obviously, no anonymous items will be accepted, and anything that smacks of deception or misrepresentation will not only be excluded, but will bar the author from the contest.

All items must be contributed upon the item blanks printed in connection with this announcement, or upon but one side of clean white paper, with written heading corresponding with that on the item blanks.

The full name of the contributor must be signed to every batch of items, though the names of contributors will not be published.

Items for this competition must be delivered in the *Tribune* office not later than 1.30 p. m. each day.

No batch of items will be accepted that is not dated.

The *Tribune* will be the sole judge of all matters in connection with the contest. Address all items to

TRIBUNE ITEM CONTEST,
Galveston, Texas.

This no doubt multiplied the *Tribune's* local staff at an inconsequential cost, even taking into account the labor of passing on the items submitted and keeping the necessary records. It probably also led to the unearthing of practically every news item

available in and around Galveston, many of which would otherwise never reach the ears of the regular staff, and this in itself should have not only developed some small "scoops," but made many extra street sales and some subscriptions.

* * *

But it should not be forgotten that, no matter how successful a paper may be in building up its circulation, local advertising will often fail to increase in paying proportion, and there will be little or no extra profit unless the facts are placed before the great general advertisers whose money flows so freely to papers of large circulation. That involves self advertising by such newspapers in an advertising trade paper that enjoys the confidence and respect of general advertisers.

THE advertising department of German papers knows nothing of the American habit of steady sales notices, but suffers from the curious business methods of the German tradesmen, who only advertise before holidays.—*Master Printer*.

To make money in Iowa, advertise in

The Des Moines Capital

The CAPITAL has a record of results unequalled in the advertising history of Iowa. No advertiser ever fails to use the CAPITAL except on account of lack of information or on account of misinformation concerning the Des Moines newspaper field. The CAPITAL is first in everything in Des Moines and Iowa. The city circulation is guaranteed to be not less than 4,000 greater than that of the CAPITAL's nearest competitor. The advertising rate is 5 cents a line, flat. **Total circulation over 40,000.**

EASTERN OFFICES:

NEW YORK, CHICAGO,
166 World Building, 87 Washington St.
LAFAYETTE YOUNG, Publisher.

ONE WAY TO REACH THE HOME-BUILDER.

The lack of special publications that reach persons building homes is one keenly felt by every manufacturer of building materials. Many use the general magazines as the next best thing, while others depend on mail lists.

Has it ever occurred to such manufacturers that the building and loan associations of this country number hundreds of thousands of home-builders among their members? According to statistics furnished by the United States League of Local Building and Loan Associations, covering the years 1904-5, there are 5,265 such associations throughout the country, chiefly in twenty-one leading States, and they numbered a total membership of 1,631,046. Each member represents not only a family, but a saving family, and one practicing thrift for the purpose of home-building. When it is remembered that there are only 14,000,000 homes in the United States, this clientele, more than ten per cent of the whole, and perhaps the most active percentage, seems one that the manufacturer of building materials might well endeavor to get in touch with.

No publication reaches all these people. Building and loan associations are almost purely local in membership. In 1893 there were 240 national associations doing business in this country, but they were so unsafe that nearly all have since failed or liquidated. The local association is one made up of people building in their own city, so that while mail matter would probably be the only means of reaching this clientele, a campaign would have the benefit of concentration, and the advertiser could take up territory to suit himself. Some of the associations do a banking business, taking deposits of some members who use them as savings banks, and perhaps never build. But the majority hold to the original purpose of furnishing funds for members to secure a home, so that the more than \$600,000,000 of total assets is

largely capital that is ultimately spent in real estate and building material. Even those who deposit only for savings purposes help the home-building element.

To reach these people it would be necessary to secure lists of depositors from secretaries of local associations. Probably such lists could be purchased reasonably. While dealing with over 5,000 separate associations would be a big task, the matter is simplified by the concentration of associations in a few leading States. Pennsylvania is first, with 1,223 associations, 319,459 members, \$123,448,958 assets. Ohio is next, with 699 associations, 320,215 members. Illinois has 502 associations, 80,375 members, Indiana 377, with 110,496 members, New Jersey 368 with 116,445 members, New York 261, with 90,695 members, Massachusetts 129, with 88,692 members. California has 141 associations, Missouri 127, and less than 100 are found in Michigan, Connecticut, Louisiana, Nebraska, Iowa, Wisconsin, Kansas, Maine, New Hampshire, Minnesota, etc. The secretary of the national organization is H. F. Cellarius, Cincinnati.

An indication of the practical interest in home-building among these associations is shown by the paper recently read before the national convention on "Small Homes of Concrete," in which C. O'C. Hennessy, of the Franklin Society, New York, demonstrated the economy of this material. These associations ought to interest not only the manufacturer who advertises building materials, but also the local real estate dealer, lumber merchant, brickmaker, plumber and every business man who finds his market where houses are being built or lots purchased. Reaching these people on a national scale may involve some difficulties, but to carry on a mail campaign among them in a single city is simple.

NAMES OF FARMERS

Fresh—live ones—result bringers. Now ready for your Fall campaign. \$2.25 per M. More—cheaper.

THE HEIBERG CO., So. Omaha Neb.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Montgomery, Journal, *dy. Aver. 1905, 8,677.*
The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, *Daily aver. 1905, 6,881.*
Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, *dy. Act. av. 1905, 5,781.*
Actual aver. for Oct., Nov. and Dec., 1905, 5,965.

CALIFORNIA.

Mountain View, Signs of the Times, *Actual weekly average for 1905, 22,580.*


San Francisco, Pacific Churchman, semi-mo.;
Episcopalian, *Cir. 1905, 1,427; May, 1906, 1,700.*

San Francisco, Sunset Magazine, monthly,
literary; two hundred and eight pages, 528.
Circulation 1904, 48,916; year ending Nov. '06,
59,416. I. L. McCormick, 190 Jackson Boulevard,
Chicago, Illinois, Eastern representative.
William A. Wilson, 44 East 23d St., New York City,
New York representative. Home Office,
331 California Street.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay,
Actual aver. for 1904, 10,926, for 1905, 11,688.

Denver, Post, daily. Post Printing and Publishing Co. *Aver. for 1905, 44,820; Sy. 60,104.*
Average for Aug., 1905, dy. 51,968; Sy. 72,560.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Meriden, Journal, evening. *Actual average for 1905, 7,587.*

Meriden, Morning Record and Republican.
Daily average for 1905, 7,578.

New Haven, Evening Register, daily. *Actual av. for 1905, 12,711; Sunday, 11,511.*

Norwalk, Evening Hour, *Daily average guaranteed to exceed 5,100. Sworn circulation statement furnished.*

Norwich, Bulletin, morning. *Average for 1904, 5,850; 1905, 5,920; 1906, 6,582.*

Waterbury, Republican, *dy. Aver. for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.*

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average for 1905, 55,550 (©©).*

GEORGIA.

Atlanta, Journal, *dy. Av. 1905, 46,038. Sunday 47,998. Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 57,977; semi-wk., 74,281.*

Atlanta, News, *Daily aver. first six mos. 1906, 24,668. S. C. Beckwith, Sp. Ag., N. Y. & Chi.*

Atlanta, The Southern Ruralist, *Sworn aver. first six mos. 1905, 62,145 6 copies monthly. Beginning Sept. 1st, 70,000 guaranteed, semi-monthly.*

Augusta, Chronicle, *Only morning paper. 1905 average, 6,045.*

ILLINOIS.

Aurora, Daily Beacon, *Daily average for 1905, 4,580; first six months of 1906, 6,245.*

Chgo. Citizen, *Daily average first six months 1905, 1,529.*

Chicago, Bakers' Helper, monthly (\$2.00), Bakers' Helper Co. *Average for 1905, 4,100 (©©).*

Chicago, Breeders' Gazette, weekly; \$2.00. *Average circulation 1905, to Dec. 31st, 66,605.*

Chicago, Dental Review, monthly. *Actual average for 1905, 5,705.*

Chicago, Examiner, *Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.*

Chicago, Farm Loans and City Bonds. *Leading investment paper of the United States.*

Chicago, Farmers' Voice and National Rural. *Actual aver., 1905, 20,700, Jan., 1906, 42,460.*

Chicago, Inland Printer. *Actual average circulation for 1905, 15,866 (©©).*

Chicago, Orange Judd Farmer. *Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 29, 1905, showed 45,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.*

Chicago, Record-Herald. Average 1901, daily 145,761; Sunday 139,409. Average 1905, daily 146,456; Sunday 204,559.

★ GUAR AN FEED ★
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald evening and Sunday morning. Average for year ending July 17, 1906, 6,266.

Peoria, Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042; S'y 9,674.

INDIANA.

Indianapolis, Up-to-Date Farming. 1905 av. 156,250 semi-monthly; 75c. a line. Write us.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1905, 24,890.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,445; weekly, 2,397.

Richmond, The Evening Item, daily. 1905 average net paid circulation for 1905, 4,074; six months ending June 30, 1906, 4,262; for July, 1905, 4,525. Over 3,300 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

South Bend, Tribune. 1905 daily average. July, 1906, 7,358. Absolutely best in South Bend.

IOWA.

Davenport, Catholic Messenger, weekly. Actual average for 1905, 5,214.

Davenport, Times, Daily aver. Aug., 12,041. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 59,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 392 issues than any competitor in 365 issues. The rate five cents a line.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy, 29,454.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal, daily. Average for 1905 sworn, 24,961. Average for first six months, 1906, 29,045.

Sioux City, Tribune, Evening. Net sworn daily, average 1905, 24,287; July, 1906, 27,177.

The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads The Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Pittsburg, Headlight, dy. and wy. Actual average for 1905, daily 5,580, weekly 8,278.

KENTUCKY.

Marion, Crittenden Record, weekly. Actual average for year ending October, 1905, 1,853.

Owensboro, Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro, Daily Messenger. Sworn average circulation for 1905, 2,471; June, 1906, 3,418.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,578.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,455, weekly 29,117.

Dover, Piscataquis Observer. Actual weekly average 1905, 2,019.

Leviston, Evening Journal, daily. Aver. for 1905, 7,598 (©), weekly 17,448 (©).

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland, Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; copies printed av. yr. end'y Sept. 1905, 1,637.

Baltimore, American, dy. Av. first 6 mo. 1906, Sun., 85,142; d'y, 67,714. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For August, 1906, 69,014.

★ GUAR AN FEED ★
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Globe. Average 1905, daily, 192,584. Sunday, 299,645. "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." advertisements go in morning and afternoon editions for one price.

★ GUAR AN FEED ★
The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

Boston, Post. Average for July, 1906, Boston Daily Post, 245,704; Boston Sunday Post, 225,452. Daily gain over July, 1905, 6,570; Sunday gain over July, 1905, 38,222. Flat rates, p. o. p. daily, 20 cents; Sunday, 15 cents. The Great Breakfast Table Paper of New England.

Lynn, Evening News. Actual average for 1905, 5,805.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield, Farm and Home. National Agricultural semi-monthly. Total paid circulation, 596,482. Distributed at 58-326 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Average 1905, 206,083. No issue less than 200,000. All advertisements guaranteed.

Springfield, New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., N. I., and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Wareham, Opinion Publique, daily (©). Paid average for 1905, 4,253.

MICHIGAN.

Adrian, Telegram Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids. Evening Press *av.* Average 1905, 46,456. Covers Western Michigan.

Jackson. Citizen Press. Average six months ending June 30, 1906, 6,563 daily. Largest in its field. Investigation invited.

Jackson. Morning Patriot. Average June, 1906, 6,511; Sunday, 6,992; weekly (April), 2,813.

Saginaw. Courier-Herald, daily, Sunday. Average 1905, 12,594; August, 1906, 14,661.

Saginaw. Evening News, daily. Average for 1905, 16,710; July, 1906, 20,712.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,423.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first six months 1906, 100,050.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.



Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for August, 1906, 78,750. Aver. Sunday circulation, August, 1906, 72,188.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.



Minneapolis. School Education, mo. Cir. 1905, 9,850. Leading educational journal in the N.-W.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

Minneapolis. Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first six months of 1906 was 83,011. The daily Tribune average per issue for the first six months of 1906, was 102,382.

CIRCULATION. The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News. alone exceeds 35,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.



St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

St. Paul. Dispatch. Average number sold for year 1905, 60,563 daily.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Pioneer Press. Net average circulation for January-July 1905, 53,502; Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSOURI.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Reps.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry K. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1906, daily 4,828, Sunday 6,409.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,052.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1905, 27,092.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Daily average year ending July, 1906, 4,252.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,510; 1st 6 mos. 1906, 7,176; June, 7,577.

Jersey City. Evening Journal. Average for 1905, 22,546. First six months 1906, 23,025.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 65,782.

Plainfield. Daily Press. Average 1905, 2,874. First 7 months, 1906, 2,968. It's the leading paper.

Trenton. Times. Average, 1904, 14,774; 1905, 16,455; April, 18,525. Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905 94,949.

Catskill. Recorder. 1905 average, 3,811; July, 1906, 3,940. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,258; 1905, 6,595.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls. Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

LeRoy. Gazette, est. 1836. Av. 1905, 2,287. Largest try. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average 1 year ending September 1, 1906, 3,692.

Newburgh. News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.

New York City.

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,463 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75 of all the postoffices; in Delaware 87, in Pennsylvania 74, in Ohio 85, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). Pre sent average circulation, 256,108. Guaranteed average, 250,000. Excess, 78,296.

Army & Navy Journal. Est. 1863. Actual weekly average for first 7 months, 1906, 9,626 (©©).

Automobile, weekly. Average for year ending July 26, 1906, 14,612 (©).

Bakers Review monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166. present circulation, 50,000.

Chipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,228 (©©).

Jewish Morning Journal. Average for 1905, 54,668. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, 5,341.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 53,088.

The People's Home Journal, 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Aug., 1906, 6,240; August, 1906, issue, 6,989.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 571,706. Sunday, 411,074.

Rochester, Case and Comment, mo., Lav. Av. for year 1905, 50,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Liecty. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1905, daily 55,552. Sunday 40,098.

Syracuse, Post-Standard. Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1905, 2,645.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,389.

NORTH CAROLINA.

Concord, Twice-a-Week Times. Actual average for 1905, 2,262.

Raleigh, Biblical Recorder, weekly. Av. 1903, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh, Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251.

Raleigh, News and Observer, N. C.'s greatest daily. Snorn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

NORTH DAKOTA.

Grand Forks, Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (©); Sunday, 74,960 (©); July, 1906, 75,965 daily; Sunday, 82,654.

Coshocton, Age, Daily av. 1st 6 mos. '06, 5,101; in city 10,000; factory pay-rolls \$150,000 monthly.

Dayton, Religious Telescope, weekly. 20c. agate line. Average circulation 1905, 20,096.

Springfield, Farm and Fireside, over ¼ century leading Nat. agricult' paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator Dry ar., '05, 12,910; Sp. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. '05, 10,564. Guaranteed. Leads all others combined by 50%.

OREGON.

Portland, Journal. Daily and Sunday. Actual average for August, 25,822.

Portland, Pacific Northwest, mo. 1905 average 15,585. Leading farm paper in State.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1905, 15,248, August, 1906, 17,269. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Snorn ar., June, 15,591. Largest paid circula'n in H'b g, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©©).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 545,346. Printers' Ink awarded the seventh Sugar Bount to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one 'that best serves its purpose as 'an educator and counselor 'for the agricultural population 'and as an effective and 'economical medium for communicating with them 'through its advertising columns.' "Unlike any other paper."

Philadelphia, German Daily Gazette, Aver. circulation, 1905, daily 51,508; Sunday, 44,465, snorn statement. Circulation books open.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of August, 1906:

1.....	215,991	17.....	211,506
2.....	203,919	18.....	199,441
3.....	219,179	19.....	Sunday
4.....	203,524	20.....	206,819
5.....	Sunday	21.....	200,540
6.....	210,738	22.....	207,307
7.....	208,474	23.....	204,478
8.....	209,197	24.....	200,270
9.....	210,954	25.....	197,846
10.....	210,594	26.....	Sunday
11.....	195,569	27.....	205,911
12.....	Sunday	28.....	219,783
13.....	209,322	29.....	220,518
14.....	210,294	30.....	223,634
15.....	211,114	31.....	216,454
16.....	208,455		

Total for 27 days, 5,646,161 copies.

NKT AVERAGE FOR AUGUST.

209,117 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher. Philadelphia, September 5, 1906.



Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1905, 103,419; Sunday average, 148,949.

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. Everybody looks for it.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,860.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,718. Smith & Thompson, Iteps., New York and Chicago.

York. Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation four months ending April 30, '06, 17,802 (noorn).

Providence. Daily Journal. 17,628 (©). Sunday, 20,833 (©). Evening Bulletin 57,755 average 1905. Providence Journal Co., pub.

Providence. Real Estate Register; finance, b'd g, etc.; 2,528; pub's pay 24% of total city tax.

Westerly. San. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (©); semi-weekly, 2,625. Sunday '05, 11,072 (©). Actual average first eight months 1906, daily 11,978; Sunday 11,005.

TENNESSEE.



Knoxville Journal and Tribune. Daily average year ending December 31, 1905, 18,018. Weekly average 1904, 14,516.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Ar. 1st 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 28,918. Sunday 55,887. weekly, 20,525. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,702; for 1906, 20,227.

TEXAS.

Beaumont. Texas, Enterprise. Average 1905, 5,457; present output over 10,000 guaranteed.

El Paso. Herald. Ar. '05, 5,011; June, '06, 6,169. Merchants' canvass showed Herald in 30% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for year ending May 5, 1906, 2,013 (K).

VERMONT.

Barre. Times, July. F. E. Langlois. Aver. 1905, 3,321; for last six months, 1906, 4,063.

Burlington. Free Press. Daily av. '05, 6,558; for June, 7,674. Largest city and State circulation. Examined by Association of American Advertisers.

Hartington. News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier. Argus. Actual daily average 1905, 2,342.

Rutland. Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 3,051.

VIRGINIA.

Danville. The Bee. Ar. 1905, 2,246. April, 1906, 2,265. Largest circ'n. Only eve'y paper.

Richmond. News Leader. Six-mo dy. av. 1905, 29,545. Largest in Virginias and Carolinas.

WASHINGTON.



Seattle. Post Intelligencer (©). Average for July, 1906—Week-day, 25,809; Sunday, 24,540. Only m'n'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

Tacoma. Ledger. Average first six months 1906, daily, 15,878; Sunday, 21,111; w'y. 9,442.

Tacoma. News. Average first four months 1906, 16,212; Saturday, 17,637.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Ronceverte. W. Va. News, w'y. Wm. B. Blake & Son, pub. Average first 7 months 1906, 2,152.

WISCONSIN.

Janesville. Gazette. d'y and s-w'y. Circ'n—average 1905, daily 3,149; semi-weekly 3,059.

Madison. State Journal, dy. Circulation average 1905, 3,482. Only afternoon paper.

Milwaukee. Badger and Farmers' Record, mo.; 75,000 copies (K); rate 30c. a line; largest mo. farm journal circulation in this territory.

Milwaukee. Evening Wisconsin, d'y. Ar. 1905, 26,648; July, 1906, 28,295 (©).



Milwaukee. The Journal, ev'g. Average 1905, 40,517; Aug. 1906, 41,166. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



THE WISCONSIN AGRICULTURIST.

Racine. Wis. Est. 1877. w'y. Actual aver. for 1905, 41,748. First five months, 1906, 47,273. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Sheboygan. Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1905, 8,687; Aug. 1906, 10,865. H. DeClerque, U. S. Rep., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 4,554 (K); for 1905, 4,503. U. S. Rep., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg, Free Press, daily and weekly. Average for 1905, daily, \$9.048; daily, Aug. 1906, \$5.088; w. av. for mo. of July, 20.800.

Winnipeg, Telegram, Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.

Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,898.

NOVA SCOTIA, CAN.

Hallifax, Herald (☉☉) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,032.

Toronto, The News, Sworn average daily circulation for six months ending June 30, 1906, 28,403. Advertising rate 26c. per inch. Flat.

QUEBEC, CAN.

Montreal, La Presse, La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.

Montreal, Star, dy. & w. y. Graham & Co. Av. for 1904, dy. 56,795, w. y. 125,240. Av. for 1905, dy. 58,125; w. y. 126,507.

(☉☉) GOLD MARK PAPERS (☉☉)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (☉☉).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (☉☉). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily 28,599 (☉☉), Sunday 48,751. W. y. '04, 107,925.

AUGUSTA CHRONICLE (☉☉). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (☉☉), Chicago, prints more classified ads than all others in its line.

THE INLAND PRINTER, Chicago, (☉☉). Actual average circulation for 1905, 16,866.

BAKERS' HELPER (☉☉), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (☉☉). Best paper in city; read by people.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉☉).

BOSTON EVENING TRANSCRIPT (☉☉), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (☉☉), Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (☉☉) is the leading French daily of New England.

MINNESOTA.**NORTHWESTERN MILLER**

(☉☉) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK.

NEW YORK TIMES (☉☉). Largest high-class circulation.

BROOKLYN EAGLE (☉☉) is THE advertising medium of Brooklyn.

THE POST EXPRESS (☉☉), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (☉☉).—An authority of the first order.—Tribune, Charleston, W. Va.

ARMY AND NAVY JOURNAL (☉☉). First in its class in circulation, influence and prestige.

THE CHURCHMAN (☉☉). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (☉☉), the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

ELECTRICAL REVIEW (☉☉) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (☉☉). D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (☉☉). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (☉☉). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (☉☉). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (☉☉). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (☉☉), Phila. Technical journal; 40 years; leading vehicle magazine.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

THE PRESS (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

RHODE ISLAND.

PROVIDENCE JOURNAL (©), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (©) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (©) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,036 different classified ads, a total of 112 9-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE Indianapolis News during the year 1905 printed 96,937 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 29,289 classified ads. There were no trades, deals or discounts. There was a gain of 6,894 over the first six months of 1905, and was 96,385 more than any other Boston paper carried for first six months of 1906.

25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; leading medium; circulation in excess of 14,000; one cent a word.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in August, 146,566 lines. Individual advertisements, 22,927.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 50 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.



NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1906, 27,092, guaranteed. Cent a word.

NEW JERSEY.

NEWARK, N. J., PRIZE EXHIBITION (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALL Northern New York reads the want ads in the WATERTOWN DAILY TIMES.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS. recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation. It is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PPRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.


OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

OREGON.

 **P**ORTLAND JOURNAL, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 2,352.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

**WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN?**

Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."

Net paid average circulation for August, 1906:
309,117 copies per day.


(See Roll of Honor column.)

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (☉☉), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

 **T**HE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE Halifax HERALD (☉☉) and the MAIL-NOVA Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

A STRIKING CAR CARD.

I have noticed on a car line near Pittsburgh fifty-two different car cards in six months; two were 36-inch cards, the others of standard size; some with elegant copy and cuts. But the one that attracted the most attention was the neatest and plainest card in the lot. It carried no cut, but its message consisted of 36 words, printed in red and blue ink on white stock, and only eight inches wide. This man was paying for one-third the space the others were, and secured three times the attention they did. The double-length cards were yellow, with lettering in black. I don't think a double-length card pays; don't think it is as easily read. This advertiser, however, had one circumstance in his favor. He had billboards all along the line, and bulletins or signs on stones and barns, and they were all just the same as the car cards—yellow background with black lettering, "Go to Fletcher's for Hardware."—M. M. McGarry, in *Advertising World*.

COLORS THAT DO NOT
QUARREL.

No matter what may be the material or article given to a window trimmer, the first thought must be of the proper color to back the window to give the desired effect. White contrasts with black and harmonizes with gray; white contrasts with brown and harmonizes with buff, cold green contrasts with crimson and harmonizes with olive; warm green contrasts with crimson and harmonizes with yellow; green contrasts with colors containing red, and harmonizes with colors containing yellow or blue; orange contrasts with purple and harmonizes with yellow; orange requires blue, black, purple or dark colors for contrasts, and warm colors for harmony; citrine contrasts with purple and harmonizes with yellows; russet contrasts with green and harmonizes with red; gold contrasts with any dark color, but looks richer with purple, green, blue, black and brown than with the other colors. It harmonizes with all light colors, but least with yellow. The best harmony is with white.—*Exchange*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES :

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Breckman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 19, 1906.

THE love you liberate in your work is the only love you keep.

CHARLES A. BARNARD, who represents the Philadelphia *Record* in the western field, has recently moved into new quarters in the Boyce Building, Chicago, Rooms 306 and 308.

RICHARD WOOD has been appointed advertising manager for the International Publications, Limited. The *Harmsworth Self-Educator Magazine* and the *London Magazine* will be the first editions put out by the company.

THE first fine frenzy of spelling reform having passed, it is now to be noted that Wanamaker's, which seized upon the idea and flagrantly mis-spelled a good many more than the original three hundred words, has now dropped the fad altogether. The words specified by the reformers are still in use, but an examination of a large ad of Wanamaker's the other day showed that the ad man had so carefully steered his course that only one reformed word could be found in half a page.

GEORGE A. DAME has succeeded Eugene Thwing as advertising manager of Funk & Wagnalls Company. Mr. Thwing will be editor of the *Circle*, the new magazine to be launched by the firm in the near future.

In Grand Rapids, Mich., the Cascarets girl reclining on a new moon has been put under the ban by the Board of Police and Fire Commissioners. She has been clothed, by means of a sheet of yellow paper pasted upon the bill boards and reaching from her neck to her ankles.

THE vague rumor of the impending consolidation of two large special agencies assumed more definite form last week, and the Hand, Knox & Cone Company was asserted to be one of the agencies involved in the combination. Mr. Knox states, however, that there is absolutely no foundation for the report so far as his company is concerned.

NEW PAMPHLET FROM THE "WOMAN'S MAGAZINE."

The Lewis Publishing Co., of St. Louis, has just issued a pamphlet entitled "Population and Circulation," which gives facts and figures of interest to advertisers concerning Rural Free Delivery service in this country, with analysis of fifteen leading States to show the relation of this service to the circulation of the *Woman's Magazine*. The pamphlet points out that approximately 50,000,000 people reside in towns of less than 3,000 population, in rural villages and on farms. The average number of persons per home being $5\frac{1}{2}$ —a town of less than 3,000 population means a town with less than 500 homes.

In the United States there are 35,678 Rural Free Delivery routes, and more than 80 per cent of them emanate from towns having less than 3,000 population—less than 500 homes. 75 per cent of all the R. F. D. routes in the United States are in States within a radius of 500 miles of St. Louis.

THE port of Galveston, Texas, ranks second in the United States in the value of foreign exports. In its annual trade edition of September 1 the *Galveston News* says:

During the past year Galveston has broken all previous records in the value of foreign exports, in the value of foreign imports, in the value of cotton exported, in the amount of packing house products exported, in the amount of corn exported, in the exports of animals, in the value of lumber exported, in bank clearings, in custom house receipts and in the amount of foreign tonnage entered and cleared.

ARTHUR CAPPER BRANCHES OUT.

The advertising of the Capper publications of Topeka, Kan., is now handled through four branch offices, located at New York, Chicago, Kansas City and St. Paul. J. C. Feeley, formerly advertising manager of the *Topeka Capital* is in charge of the eastern office, located in the Flat Iron Building, New York. The manager of the Chicago office, in the United States Express Building, is W. B. Robey who was for many years business manager of the *Topeka Capital*. J. N. Spotts assumed charge of the Kansas City office on September 1. Mr. Spotts formerly represented the *Iowa Homestead*, *Western Fruit Grower*, and other papers. The St. Paul office is located in the Endicott Building and is in charge of Justin E. Brown, for several years manager of the *St. Paul Farmer*.

THE Manufacturers' Association of Savannah, Ga., is preparing to enter upon an advertising campaign in the interest of the city's manufacturers. Incidentally, such a campaign, if wisely carried out, will be sure to work to the advantage of the municipality.

A NEW rate card of the Akron, Ohio, *Beacon Journal* goes into effect October 1. The publishers take advertising under the guarantee that the paid circulation of the *Beacon Journal* is greater than that of all other Akron papers combined.



THE Merchants' League of America is a new organization established at No. 280 Broadway, New York. The literature of the league states that its object is to defeat parcels post legislation by Congress, which, it claims, is being fostered by the mail-order houses. The New York office is in charge of E. S. Luther, the secretary.

CHICAGO proposes to make war on quacks and bogus medical concerns, a particularly unclean class that lives largely by newspaper advertising obtained from unscrupulous publishers. The corporation counsel has asked for a special detail of detectives to investigate the "fake" medical cures, as the result of scores of complaints which have reached his office from those who have been lured by the advertisements of the "quack" doctors and induced to spend their savings in the vain hope of recovering from their maladies, in some cases incurable. In many instances injurious medicines are sold by these doctors with the professed ability to cure any disease with which the victim is suffering.

FLOURISHING CEMENT MAGAZINE.

The September issue of the *Cement Age*, published by Bruce & Banning, New York, is a magazine of seventy pages, dealing with many sides of concrete construction. In addition to articles and correspondence, this monthly publishes an index of all articles relating to cement and concrete in trade and general periodicals. The first issue of the *Cement Age* was published June, 1904, as an advertising pamphlet for the American Cement Company. Since then it has grown into a regular publication, with second-class mail privileges, and the publishers claim a circulation of 4,000 copies. Advertising rate, \$50 per page. Its tone is only semi-technical, so that it reaches the builder and home-maker as well as the engineer.

THE *Illinois State Journal*, of Springfield, is now represented in New York by Williams & Lawrence.

THE W. M. Pearsall Agency has added a special Real Estate department, which already has 125 accounts on its books.

THE Woodbury-Ayers Company placed the advertising for the recent Tobacco Show held in Madison Square Garden, New York.

GOOD IDEA.

The New York *American* recently grouped all its small department store and clothing ads under a general heading "For the School Children," giving the idea of school purchases timely importance and assuring to all advertisers of such goods a showing that would not have been gained with scattered announcements. The heading, illustrated, ran across three pages of this school sales advertising, and under each section were printed general arguments originating in the *American* office:

Vacation time is over, the schools are about to open, and within a few days all the children of the city will be back at their lessons.

Have you thought of that and of getting your children ready for school? Or do you need to get them ready, to clothe them or to outfit them?

For the convenience of mothers and fathers and guardians we print herewith, practically in tabular form, the special offerings of school supplies for children of the big stores in the city.

In the advertisements below you will find set forth for sale, at the lowest of special prices, anything and everything you may want for the boy or girl going to school.

It will pay you to read them.

Preparatory to the formal opening next Monday, the schools will be open for the registration of new pupils to-day and to-morrow from 9 until 3 o'clock.

Registration is the first indication of the approach of the re-opening of the schools after the Summer recess.

These advertisements, made up in concise and useful form, set forth for sale at the most attractive prices everything a boy or a girl needs to be ready for school.

If you have school children in your family it will be worth your while to go over these advertisements carefully.

A NEW daily, the *Sun*, has appeared at Pueblo, Colo., a one-cent paper of four pages, independent in politics, and it has the Scripps-McRae news service. E. L. Rector is manager and principal owner and A. Hopkins is editor. Both come from the San Francisco *News*.

BEFORE the carnival at Coney Island, now in progress, the New York *World* worked a clever circulation scheme. Voting for a king of the carnival was going on, ordinary ballots being used. The *World* proposed that coupons cut from the paper be substituted, and the managers were glad to accept the proposition for the newspaper publicity that went with the offer. The vote was enormous.

NEWSPAPER CARRIER.

The "Victor" Auto Newspaper Carrier, manufactured in Montreal, is an entirely different device, its makers claim, from the carrier which was invented by F. C. Stockholm of Philadelphia several years ago, and about which mention was made in the August 29th issue of PRINTERS' INK. Under date of September 7, the manufacturers of the Canadian carrier wrote as follows:

The "Victor" Automatic Newspaper Carrier is an entirely different device and bears no resemblance to the Stockholm patent; it was invented by Victor Filteau, engineer of the Montreal *Star*; it was patented April 17, 1906, at Washington, D. C., under number 817,842; the claims in the application for said patent were entered as improvements in automatic newspaper carrier or conveyors. Since the issue of the original patents applications for further patents on important improvements in the said carrying device have been made, and as we have been advised have been allowed. An exhaustive research of prior patent records, and a report thereon by expert legal and patent authorities establishes that there is no prior invention; the original patents on the "Victor" Automatic Newspaper Carrier, with the further support of the later patents on improvements recently allowed by the department at Washington render the "Victor" Automatic Newspaper Carrier absolutely unassailable and incontestible, even though the elements of the invention embody the basic principle of endless belts which was employed in many other devices having been anticipated by prior patents, dating back for half a century.

FOR the fourth consecutive year the Bates Advertising Company has been awarded the advertising contract of the Edison Electrical Illuminating Company of Boston.

EMERSON P. HARRIS, the publishers' broker located at 253 Broadway, New York, has issued a booklet addressed to those desirous of getting into the specialized publishing business. The booklet tells of the advantages, pecuniary and otherwise, which are to be derived from the specialized field, and gives advice upon what to buy, when to buy, and how to buy.

A NATIONAL DELIVERY
SERVICE.

Macy's, the New York department store, has inaugurated a national delivery service. In a recent advertisement the announcement is made that paid purchases amounting to \$75 will be delivered free anywhere within the limits of the United States. The details of the offer are set forth in the following paragraph:

We will prepay freight or express charges on all paid purchases—with the exception of furniture, pianos, refrigerators, sewing machines, boats, china, groceries and such goods as may be classed as heavy or bulky—under the conditions named below; shipment to be made by freight, express or mail, as the character of the goods, in our judgment, warrants. Prepayment of charges does not include cartage from railroad depot when goods go forward by freight. We do not prepay on C. O. D. orders. The minimum amounts entitling purchasers to free delivery are: \$5—Free delivery to any town in New York, New Jersey, Connecticut, Delaware, Pennsylvania, Massachusetts, Rhode Island, New Hampshire, Maryland, Vermont and the District of Columbia. \$10—Free delivery to any town in Maine, Illinois, West Virginia, Indiana, Kentucky, Michigan, Ohio and Virginia. \$25—Free to any town in Alabama, Florida, Georgia, Iowa, North Carolina, South Carolina, Tennessee and Wisconsin. \$50—Free to any town in Louisiana, Kansas, Arkansas, North Dakota, Indian Territory, Nebraska, Oklahoma, Minnesota, South Dakota, Texas, Mississippi and Missouri. \$75—Free to any town from the Atlantic to the Pacific.

Combine your neighbor's orders with your own and take advantage of this remarkable proposition. We will pack each order separately, shipping in one case.

THE *Manitoba Free Press*, of Winnipeg, has installed a sextuple press, made by R. Hoe & Co. The *Free Press* is said to stand fourth in press capacity among Canadian dailies.

JAMES MARTIN, who has been managing editor of the New York *Tribune*, left that paper lately to become editor and publisher of the Newark *Advertiser*, as well as president of the Newark Daily *Advertiser* Publishing Co.

BEER AS TEMPERANCE DRINK.

A new note seems to have been struck in some newspaper copy now being used to advertise Gund's Peerless Beer, made by the John Gund Brewing Co., La Crosse, Wis. Taking up the relatively small percentage of alcohol in good beer (only three and three-fourths per cent) the advertising manager of this company, H. H. Long, has compared it with temperance drinks, whiskey, etc. A glass of whiskey equals

THE Williamsport, Pa., *Evening News* is now called the *News*. Jesse S. Bell, formerly with the Williamsport *Sun*, is now business manager of the *News*.

P. L. CLARKE has succeeded H. D. Mannington as manager of the *Times-Citizen*, Urbana, Ohio.

DUFFNER & KIMBERY of New York, manufacturers of electric lamps and stained glass windows, have placed their advertising appropriation with the Frank Presbrey Company.

THE H. T. Meany Agency is placing through its Brooklyn office quarter pages in magazines for the New York & Pittsburg Real Estate Company.

THE PURE FOOD LAW.

THE OPULENT FARMER.

Farm papers will find good advertising ammunition in an article by Carl Snyder in the September number of *Moody's Magazine*. "The last five years of farm production have been doubly exceptional," says Mr. Snyder. "We have had phenomenal crops associated with large acreage and high prices. This triple combination has been known to occur in a single year, perhaps once or twice, as in 1881 and 1882, for two years; but it has never before been known for five consecutive years, and will probably not be known again within the lifetime of the present generation.

"Our principal crops in order of total value are: corn, hay, cotton, wheat and oats. The total value of these five crops for the last five years of the last century amounted to nine billion dollars. The returns for these same crops for the first five years of the new century were more than fourteen billion dollars. These crops represent only a little more than half the gross yield of the nation's farms.

"The aggregate values for all farm products for the single year of 1905 are estimated by the Department of Agriculture at more than six billion dollars. It would probably be difficult to show that ever before in history has farming received so high a return as in the last year. In consequence of these five unprecedented years, the American farmer is in a position of greater economic independence, not to say opulence, than has ever before been known by a tiller of the soil."

A large number of patent medicine manufacturers are to appear before the Pure Food Commission at the hearings begun September 17 in New York. They ask that conditions of the new national law that goes into effect January 1 be made as lenient as possible. Though legislators sought to make the law as clear as possible, there are a number of puzzling features requiring careful study. These relate to a specific definition of what constitute a "false" and "misleading" label, a definition of "imitation," a definition of "harmless," as applied to coloring and flavoring; kinds of colors to be permitted, method of stating proportion or quantity of alcohol and other ingredients required to be named in drugs, including size of letters, etc., and questions relating to the inspection of imported foods. The Pure Food Commission has determined that in the matter of labeling packages or bottles the intent of the law must be carried out to the fullest extent, and the ingredients of a food or a drug must be printed in letters of a size which may be seen at a glance. The regulation will prevent the printing of the ingredients in small type or the use of pictorial brands, or any device of a misleading character. The Department of Agriculture is making preparations for the increased labor involved in enforcement. The working forces and the appliances of the laboratories at Philadelphia, Chicago, Baltimore and New Orleans will be largely increased, while at New York and Boston there will be erected new laboratories in which to conduct examinations of all food products coming into this country.

R. R. SHUMAN has succeeded Clarke Helme Loomis as advertising manager of the Liquid Carbonic Company of Chicago.

WOLSTAN DIXEY ON DISPLAY.

"Contrast is the one thing that will make an advertisement seen and read—contrast with surroundings to get the advertisement seen; contrast within itself to make the different parts seen. Whatever kind of display you choose, do it radically and stick to it. Don't try to do two things at once. One simple, strong effect, well carried out, is enough. "Don't do anything half way.

If you are relying on a border for your display, have a big one—a mighty big one. If your display is white space—have plenty of it. Have too much. Too much is just enough. Mass your effects. Mass your black and white. Don't have a little white space here and a little there—and a little somewhere else. Sometimes when I make an advertisement show a big white space it seems to trouble the printer. He feels that he must put a little ornament here—a little dash there, a little curlycue somewhere else—and where is the effect? Gone! Printers have a great way of putting rules in everywhere. They seem to love to stick in rules to separate things that belong together, and to leave them out when they ought to be put in to separate things that belong apart.

"Simple display is the best display. Simplicity is strength. Don't be afraid of being too simple in typesetting. Don't imagine that you have to struggle for variety. Struggle for simplicity. I believe that one most effective step toward reform in type display would be to sweep nine-tenths of all the job types into the sewer and about half of the body types. There are too many styles of types. There is nothing plainer than the Macbeth advertising. Nothing there but body type—simple, strong and artistic."

ON September 3 the Des Moines *Capital* made use of "re-formed" spelling throughout its edition.

THE W. M. Pearsall Advertising Agency is placing business for the Goodyear Raincoat Company in fifteen cities.

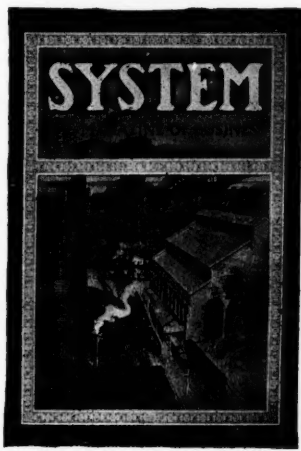
TOM IS SUCCESSFUL.

TOM MURRAY,
Clothing, Furnishings, Hats and Shoes.
CHICAGO, SEPT. 8, 1906.

Editor of PRINTERS' INK:

I am a subscriber for PRINTERS' INK. If there is any man in the world that knows what advertising will do for his business, it is Tom. My business, year before last, was running less than \$200,000 a year, a few months ago I felt that I could afford to advertise in the Chicago daily papers; took the chance, and I can truthfully say that I have not a dollar invested in advertising, the profits from the advertising come in to pay the bills before the bills are due. My business this year will touch about \$600,000, which I consider wonderful, and the results have been obtained from newspaper advertising. The store that I started nine years ago—the first day of November—with a capital of \$55. I don't believe will ever stop growing. The only thing that can stop it now is for the newspapers to retire from business.

Yours truly,
TOM MURRAY.



COVER DESIGN OF SEPTEMBER "SYSTEM"—
THE BIGGEST ISSUE OF A BUSINESS
MAGAZINE EVER PUBLISHED IN AMERICA.

THE *Ohio Sun*, of Columbus, Ohio, has been elected to membership in the American Newspaper Publishers' Association.

WHEN the Indianapolis *Star* moves into its new building this fall it will be printed on a double Sextuple press now being constructed by Hoe & Co.

COAXING CUSTOMERS.

The proprietor of the café in New York who daily gives two fashionably dressed women their dinners providing that they will occupy the table in front, almost the same as a show window would be to a store, is not much ahead of the Boston restaurant keeper who feeds a young man every day at noon, with the understanding that he is to do this very easy task: Be on hand promptly at twelve, mount a stool in the middle of the lunch counter and order, in a loud voice, just what the boss has directed him to on entering. The caterer has, by close observation and long experience, seen that men are not unlike a flock of sheep, and what one does the others will do. So he picks out the dishes that he has the most of and that pay him the best profit and tips them off to the young fellow, and he claims four out of five men will order this same menu when they hear the voluble eater rattle it off to the waiters. In his own words he says:

"Before I tried this plan, man after man would come in here and order a piece of apple pie and a glass of milk and think they were satisfied; now, when they glance at their elbow neighbor and see him eating a nice roast, their order instantly goes for the same or something just as good and my receipts show it's a paying plan."

The most unique "coaxer" is one employed by a dining room in Baltimore that presents an evening paper free to every diner, and on one certain day in each week every person receives with his check an order on a florist for a fresh carnation.

A DECLARATION OF PRINCIPLES.

The week ending September 15th was celebrated by "The Big Store" (Siegel-Cooper Co., of New York) by an Anniversary Sale, commemorating the tenth year of the store's existence. Commenting in one of their advertisements on the establishment's success the statement is made that advertising and bargains do not wholly account for it. Back of the advertising there has been a policy, it is said, which may be briefly summarized as follows:

To carry no goods too cheap to be safe and none too costly to be sensible.

To extend the feature of low-pricing to the highest grade of goods as well as to those ordinarily low-priced.

Never to be undersold and, above all, to keep faith with the public in every claim, promise, word and act.

WHO BUYS THE AUTO?

System publishes a booklet, written by E. R. Crowe, its Eastern advertising manager, in which the subject of automobile purchases is taken up in a new light. Nine out of ten motors sold, it is claimed, are now being purchased by active business men. Mr. Crowe says in part:

The possession of a car no longer designates the owner as a member of the infrequent American leisure class.

The reception of the automobile by active business men has made its manufacture in the United States alone an industry involving a capital of over \$100,000,000.

The business executive is used to controlling people. To control the inanimate delights him.

An automobile is concentrated energy, hence its appeal to the energetic business man.

The sudden response of the machine, is like the quick execution of an order.

An opportunity to tell a gathering of 100 intelligently interested business men about your car, ought to sell more machines, than a whole day with a mixed crowd of 500 men, women, boys and girls—mostly inattentive.

Women want automobiles. Some of them get them; but their husbands decide on the make—and pay for them. Nine out of ten automobile-buying husbands are business men. Why not advertise to them directly?

"Automobile articles," in general magazines unquestionably promote the sale of pleasure cars. A commercial vehicle, however, is of too little interest to the family to be allowed to occupy any space in their pages.

PASTURES GREEN.

COMMODITIES THAT WERE ONCE ADVERTISED, BUT NEVER PUT ON THE RIGHT BASIS—IN WIDE DEMAND, THEY WAIT MODERN EXPLOITATION—WHO WILL TAKE THEM UP?

There is a curious interest in looking over magazines of ten, twenty and thirty years ago, when advertising sections were slim—often confined to a few pages. Here you see the beginning of advertising. Crude copy and pictures indicate that most advertisers were experimenting, and it is not surprising to find, alongside of announcements of articles still widely known, others of articles that evidently did not pay. Some were evidently unsuited for wide sale, as in the case of a patent cigarette advertised fifteen years ago which had a match-head at its tip and was lit by being struck on the box. "No matches needed" was the advertising appeal—not a very important consideration. Other commodities have been outgrown, such as the two-wheeled wooden velocipede that was advertised before the bicycle appeared, the rider propelling it by striking the ground with his feet as he sped along at the rate of not more than six miles an hour.

But many other commodities widely advertised in those early days, and afterward abandoned for some reason, seem fitted for taking up to-day and given new life by means of modern advertising methods and copy.

Sewing Machines. As early as 1860 the sewing machine was liberally advertised, among the makes familiar then being the Wheeler & Wilson, Domestic, Willcox & Gibbs, Florence, Singer, Grover & Baker, Automatic and Bles's Noiseless Lock-Stitch. What led to the abandonment of this advertising? In recent years the name of no sewing machine has been made familiar in magazines. Has the widespread growth of sewing machines in manufacturing led makers to cultivate this field and ignore home use? Or is there an impression that the sewing ma-

chine is not now extensively employed in homes? With modern developments it is to-day possible to furnish machines with motive power taken from electric lighting current, while the foot-power machine has been wonderfully improved by ball bearings and similar aids to light-running. The big mail-order houses sell thousands of sewing machines every year, bearing their own trade names. If a machine manufacturer were to adopt methods similar to those used in selling pianos and piano-players through the magazines, he would undoubtedly find his advertising expenditure profitable. His copy ought to be strong and attractive just because this field has laid dormant so long—and thinking of copy possibilities, here is our old and ever-timely friend, the "health argument," applied to a sewing machine that was exploited nearly twenty years ago:

Is Good Health

A desirable possession for wives and mothers?

Then remember that Willcox & Gibbs Automatic Sewing Machine is the only one that can be used without serious risk to health.

Willcox & Gibbs S. M. Co., 658 Broadway, N. Y.

Sewing Thread. In the dawn of magazine advertising the manufacturer of sewing thread, both linen and cotton, took quarter and half page spaces to talk about his product. Willimantic spool cotton, made in Hartford, Conn., was advertised, as were the J. & P. Coats cotton, made in Pawtucket, R. I., and Barbour's linen thread. These manufacturers advertised chiefly by talking of the gold medals they had won at expositions, though Barbour Brothers advertised a booklet on lace-making and fancy work for twenty-five cents. There are doubtless good technical arguments to be advanced for cotton and linen thread to-day, and the field is certainly as wide as that for woolen yarns, which are still successfully exploited.

Perfumes. Who can call to mind to-day a widely exploited brand of perfume? All the familiar names are merely reminis-

cent of former advertising. Yet in the seventies and eighties hardly any other single class of advertising was more prominent. Lundborg's "Edenia" rivaled Sapolio in the interest of its ads. Ed Pinaud's odors were advertised, and those of J. G. Mouson & Co., London; Colgate & Co., New York; and the famous Hoyt's German Cologne. People still use scents, toilet waters and sachets. But none of the manufacturers in this field has taken the trouble to talk to the public about quality, the usages of good society in regard to perfumes, the danger of bad perfumes, etc. Who will eventually occupy this big field?

Flavoring Extracts and Spices. For many years Burnett's flavoring extracts were advertised, and this Boston house is still strong in the trade and generally respected by the public for the quality and purity of its products. Twenty years ago its advertising talked of the danger of impure flavoring essences, and the deception of long-necked and paneled bottles. Recent upheavals in the food market have made such arguments especially timely, but no advertiser is advancing them, and the trade in flavoring extracts belongs to jobbers. Some very good advertising for spices was put forth fifteen years ago by Markell Bros., in Baltimore. They sold by mail a home box of assorted spices that would doubtless sell as well to-day with a little exploitation. Durkee's Salad Dressing was also exploited then in connection with Durkee's spices, but of late years the latter goods seem to have been dropped by this old house. Who is going to contest the jobbers' supremacy in this field?

Shoe Polishes. Turn back to the old ads and you will find a steady stream of publicity for Button's Raven Gloss Shoe Dressing, Frank Miller's Crown Shoe Dressing, Brown's French Dressing, Wood's Ladies' Blacking, etc. In those days men seemed to have their shoes polished by bootblacks, as now, but Woman had to polish her own. The manufacturers were assiduous in supplying her pol-

ishes that had been "awarded the highest honors." Some of the bottles contained double quantity. Others made the shoes last longer. None would soil skirts. The character of such polishes has changed greatly, but there is still a field for them, and the enterprising manufacturers of those days, if confronted with modern periodicals, would unquestionably welcome the opportunity to talk to a public such as that reached by the *Ladies' Home Journal*, *Woman's Home Companion*, etc.

Pipes. Ten years ago a few firms endeavored to rouse interest in tobacco pipes of good quality, but the art of coupling a trademark with briar goods of superior merit had evidently not been perfected, for the advertising presently ceased. Yet in this prosperous country to-day, and with an article that so surely demonstrates merit as a well-made briar pipe, could there be any fairer unoccupied field than this? Some of these days an enterprising manufacturer will seize it for his own.

China and Earthenware. Havi-land China was once extensively exploited through the magazines, and other makers in this trade spent money to impress their trademarks upon the public. Most of the advertising was confined to the trademarks to be found on goods, however, and nothing said about design, finish, etc. From time to time nowadays an advertisement of this sort appears at rare intervals, but the china and earthenware manufacturers have made no such campaigns as manufacturers of agate ware, and the business is largely controlled by department stores. There is no reason why the best of this trade should be so controlled.

Locks. Everybody has an impression, received somewhere, that a Yale lock represents the *ne plus supra* of quality. This impression may be a relic of the magazine advertising that was once done by the Yale & Towne Mfg. Co. in the early magazines. Half pages were then taken to talk about the security and quality of Yale locks, and the ease with which an or-

dinary lock might be opened with a piece of wire in the hands of a burglar. The Yale lock of that day was a primitive article compared with this company's present products. A mere catalogue of Yale locks now would be of surprising interest to the public. What if some rival manufacturer were to set aside an appropriation for overthrowing this valuable tradition that has grown up around the products of Yale & Towne?

Skates. In early days much space was devoted to advertising both ice and roller skates, and the two leading advertisers have still wide reputations therefrom—Barney & Berry, of Springfield, Mass., and Peck & Snyder, New York. Skating went into decay for years, however. Mild winters killed the ice skate. Roller skating was done to death. But lately ice skating has again grown in favor, especially in cities, where artificial methods of freezing are used to provide rinks. The papers in our big cities are full of ice skating news every winter. And the roller skate has also come back. At Atlantic City and many seashore resorts people skate all summer, and Madison Square Garden was last summer turned into a roller rink. A campaign for reliable skates would be especially timely just now.

Filters. Despite the alarming talk in cities about contaminated water supply, and notwithstanding many scientific improvements in filters and sterilizers, no firm seems to be advertising apparatus for purifying water. Filters were a staple commodity in early magazine advertising. To-day many manufacturers advertise apparatus to be used solely in connection with a water supply—water heaters, water pumps, water rams, water engines. Why doesn't some house get in behind this wide movement with apparatus to purify water?

Dog Supplies. Spratt's Patent Dog Cakes and Austin's Dog Bread were prominent fifteen and twenty years ago. But nowadays, despite the success of poultry and

cattle foods, nobody seems to think it worth while to popularize dog biscuits, dog remedies and other essentials for household pets. These have a wide public, capable of education.

Among other campaigns of the past that have their suggestion for the present might be mentioned the electric motor that was advertised fifteen years ago in the magazines, as a device for running sewing machines, fans, etc. Power for such apparatus was not widely available, as now, but the advertiser seemed to make it pay. To-day there is much advertising of electrical conveniences generally. Why wouldn't advertising of small motors, with prices, pay a manufacturer in the general magazines? Carpets were advertised by the Bigelow Carpet Co., which sent readers to retail stores for the goods. Who can name to-day a standard trademark in connection with carpets and rugs? The steel door-mats made by the Hartman Steel Co., Beaver Falls, Pa., were advertised for their cleanliness and saving to floors and carpets. The arguments printed fifteen years ago in quarter page spaces might be used to-day, and it is certain that people still buy door-mats. A unique line of advertising then was one that might not be unprofitable to-day in small spaces. J. H. Johnston, at 150 Bowery, New York, advertised all over the country that he would buy duplicate wedding presents, making his ads serve a double purpose by stating that his showcases were always full of bargains. An interesting campaign undertaken by Procter & Gamble, who were then advertising Ivory Soap as widely as to-day, was the exploitation of a by-product, vegetable glycerine, which was put up in handsome bottles and recommended for toilet and medicinal purposes. The point of this campaign turned on the fact that no glycerine from animal sources entered into its composition. Presently, however, the advertising of Vaseline products appeared, and the glycerine campaign seems to have been dropped. Yet the product is still one with possibilities.

ANOTHER WAY TO USE LARGE SPACE.

Some advertisers complain that the large announcements in newspapers, especially those of department stores, overshadow small

several small ads through the paper. But this is a rare use of space. In the series of Red Raven Split ads reproduced here this latter plan was followed. They were scattered on seven pages of one issue of the Chicago *Record-Her-*

A Family Dinner

Went to a family dinner
We don't blame you for
going there
But you shouldn't have
eaten too much
Turkey's all right
So's plum pudding
But mixed up with a lot
of other junk they're fierce
You will feel alright if
you take a

Red Raven

This great water cleanses
the system and removes the
effects of over-eating

Teas and Dinner

Oho, my fine lady
So you are all frayed
again
Three teas in one afternoon
A dinner afterwards
Possibly a theatre party
Now you don't feel right
Not sick, but just out of
sorts
Try a bottle of

Red Raven

It is the ideal aperient
water for women who try
to do too much

The Theatre

That was a great show
last night
That was an awful nice
girl you had along
Probably went some place
for supper
Lolster a la Newburg
and others
Now you don't feel right
Don't go to the office
ing like that
Clear up with a bottle of

Red Raven

Then you can
work and the old
kick

The Motor Car

Just a day "naughty-mo-
biling"
Mile-posts look like a
picket fence
Scaring farmers
Swallowing soot and soul
Hairbreadth escapes
Brain in a whirl
Nerves on the rack
Of course, you're all in
Try a bottle of

Red Raven

Red Raven is right and
will put you right. The
ideal aperient water for peo-
ple who travel fast

ones. This appears to be an opinion of advertisers who have never tried small spaces in the dailies, however—it is the reason they advance for keeping out. Others feel that when they enter a newspaper

and the effect was so good that the method ought to be followed more generally. Altogether these ads fall short of filling a column and a half. An announcement of Red Raven

A Wedding

Well, Well
Now it's a wedding
Of course the place was
crowded
Too many people to the
square foot.
Enough to suffocate you
Reception afterwards with
a lot to eat and drink
A bunch of rice down
your neck
Don't feel like going to
work to-day
Clear up with a bottle of

Red Raven

Just the thing for people whose
livers are out of order from do-
ing too much in the social line

A Dance

At another dance
Got overheated, eh?
Then drank a lot of punch
Then went outside to cool
off
No wonder you're all
stuffed up
Head aches and feels hot
Take a bottle of

Red Raven

Then you will feel right
for the day

A Card Party

Out to a card party
Didn't win over four
games
Tried to drown your sor-
row in a lot of chicken salad
Then you mixed up ice
cream and hot coffee
No wonder you feel rocky
You want to brace up
Try a bottle of

Red Raven

This great water acts on
the stomach, touches the
liver and puts you right for
the day

it ought to be with a large spread of space. A strange fact about the man who buys a half-page in a daily paper is that he will invariably take it all in one lump, on one page. Occasionally a column is bought and devoted to

Splits that long on one page of the paper would have been quite an ordinary thing, and of far less value than the seven small ads. A large ad would have bunched all the points treated here in one story, and would have lost force.

The small ads throw light on seven different uses for the water, and each stands out clearly. Distribution through the paper was such that several of the ads might be missed, but the first two the reader found would call his attention to the repetition, and then, probably, all would be examined, counted and remembered as something out of the ordinary. The copy, it will be noted, was adapted to the character of the page on which each ad appeared. For the woman's page there was the "Teas and Dinners" ad; for the social pages the card party, wedding and dance ads, for the sporting page the motor story, for the theater page the theatrical argument, and so forth. Distribution was made so that the ads occupied places on live news pages. Special positions at the bottoms of columns or of reading matter gave the whole some unity, though it would be possible to write such ads so that this extra expense would not be needed. The serial idea seems to give them something better than special position.

WHAT IS GOOD ADVERTISING?

By Joel Benton.

The apparent conundrum involved in my title is not so crucial a one as that propounded by the Theban Sphinx. If you can't answer it, death is not the penalty—unless it be the death of a business which unfortunately planned publicity has killed.

The trouble with the question is that it admits of no one simple answer, but it has many and these are decorated with various qualifications. For instance, if you are asked if it is a good way to advertise by huge billboards and big letter posters, there is no single reply of a few words that accurately tells the whole truth about it. It depends—whether it pays or not—on what you wish to advertise.

If you are conducting a circus through the country or have a proprietary medicine on the market, the billboard or huge lettered lines put in plain sight of a multitude of

people will not prove amiss. In fact, for these two enterprises, and certain other businesses that must, somehow, attract all eyes, the loud placarding methods are regarded as positively necessary, no matter what other mediums may be employed in conjunction with these.

The regular physician and the ordinary minister would not employ them, while the quack doctor and the sensationalist preacher would welcome their use. Where the billboards line the way into a large town and are near it, a multitude of dealers announce themselves and their locations by them. But they also advertise in other ways. Probably their primary advertising is in the pages of the press or on car-panels and the outdoor display is put forth merely to impress the public memory deeper and additionally.

It is a great thing attained to have a firm's name or the name of an article it sells in everyone's mind. But it takes usually every sort of publicity to achieve this result.

Modes of successful advertising differ, no doubt, in different regions of the same country. They of course differ in one country from the modes acceptable in another. A recent writer upon poster publicity says that "a company which devotes nearly one million dollars a year to advertising, spends nothing out of doors in the United States or Canada, but from one-third to one-half of its allotment for Cuba in that fashion, on the theory that the people there are largely illiterate, and can be reached in no other way."

Placards and posters at least do this: They catch you unprepared and when you cannot get away and tell you their story. As you are usually unoccupied when they fall within your range of vision, they straightway occupy your mind. Perhaps before their legends escape your memory, they pop up in sight once more; and, by many reiterations, lodge themselves at last as a part of your mental furniture.

To advertise well is to take precise account of the constituency you wish to reach. The articles as universal as food and clothes can

count all audiences as their own. Every medium, in proportion to its force and circulation, may be used, therefore, for articles everybody wants, to at least some advantage. But if you wish to sell razors, or razor strops, or eye glasses, there is only a part of the population that can be interested in them. The advertiser of these things, then, is brought necessarily to the question as to what mediums he shall use in which to tell his story. He won't know absolutely until he has tried, but he ought not to make a very bad guess, to begin with. People who shave carefully, give a sort of pledge of neatness of person (even if others are just as neat in a vast number of instances as they are). And the eye glass folks are, perhaps, highly intellectual on the average—let us say.

If this psychology is accepted, the way is made clearer in the matter of choice. The mediums will be better if chosen from the papers of a highly intellectual or a high social standing.

Pictures of a proper kind are good advertising or greatly add to the text which is. They cannot only be made to tell a story, but they attract attention. Readers look at them longer than they would at bare type and text and return to them oftener. If they are made pleasing, they are better than if they are grotesque; and if they are made gruesome, they do, in my opinion, vastly more hurt than good. I am frank to say that when I see a human skull or skeleton in the window of a store that appeals to me to buy something, I know at once that my custom won't go there. I will walk around to another block for what that store has to sell, even if it takes me off my route.

The morbidity of taste that puts up such repulsive signals is unaccountable—since they give nothing but disgust and drive away nine people to every one whom they may, for some degenerate reason, attract. Fortunately the picture advertisers, for the most part, know this. And to those who do, we are all indebted for the handsome faces of children and others that their advertising has brought out within recent years.

MORE SEPTEMBER MAGAZINES.

The new *Putnam's Magazine* appears on the 25th of the month.

The *Literary Digest* announces a classified department, beginning September 22, fifty cents a line.

With its issue of September 8 the *Illustrated Outdoor News* ceased to be a weekly and will hereafter appear monthly, beginning with October.

Mr Munsey has a new magazine out—the *Railroad Man's Magazine*. It will deal with railroad life and affairs, and is launched to cater to the 1,000,000 railroad people in this country.

The *Home Magazine*, *Farming and Cosmopolitan* have entered into a combination subscription deal, daily and weekly newspapers being allowed to offer this trio at about one-third the regular subscription price.

Heavy newspaper advertising is being done for the *North American Review* as a fortnightly, and the price has been reduced to twenty-five cents. A change of cover would help this magazine's popularity, if not a little lightening of tone.

	Pages.	Ag. lines.
Business Man's Magazine.	78	17,612
Suburban Life (cols.).....	75	12,778
House Beautiful (cols.)....	48	7,045
Theatre (cols.).....	37	6,271
Home Magazine (cols.)....	32	5,400
Human Life (cols.).....	20	3,490

The *Memphis News-Scimitar* has been added to the list of the new *Illustrated Sunday Magazine*, and the *Detroit News-Tribune* is expected to follow. This supplement will also go to the *Pittsburg Gazette Times*, *Cleveland Leader*, *Washington Post*, *Buffalo Times*, *Louisville Courier-Journal*, *Milwaukee Sentinel*, *Columbus Dispatch* and *Providence Tribune*. The first issue will be out October 7.

The *New Broadway Magazine* has changed hands again, and is now under the general management of B. A. Mackinnon, for two years past circulation man of *Everybody's*. The policy laid down when the magazine changed hands some months ago is to be adhered to, and no change in editors is contemplated. Mr. Mackinnon is confident that the *Broadway* has a bright future. He says it will be pushed for all it is worth. The advertising staff will be reorganized and a number of new attractions will be introduced into the art and literary departments.

THE *Value World* is the name of a publication issued monthly in the interests of the Crane Company of Chicago. The paper is attractively put together and well printed, and ought to be of interest to purchasers of engineers' supplies, etc.

ONE million persons with one dollar apiece are a much preferable constituency for the advertiser than one person with one million dollars.—A. P. Cookley.

WHAT WAS IN A NAME.

The title of the well known picture by Frith, "Sherry, sir?" referred to in our London correspondence is commonly supposed to have originated with the artist himself. As a matter of fact, this is not the case. Frith tells us in his "Reminiscences" (1887) that the girl in the picture was once in his service as housemaid, and that he sold the picture to Jacob Bell, who parted with it to a well known publisher, from whose hands it was again transferred to another firm. After being engraved by Frank Holl the title appeared for the first time upon the prints, much to the chagrin of Frith, who remarks: "What a thorn in my side did that terrible title become! I dined out frequently, and dreaded the appearance of the servant and the sherry, for the inevitable 'Sherry, sir?' rang in my ears, and reminded my neighbor at table of my crime. 'A pretty thing enough that servant girl of yours, but how you could give her such a vulgar title I can't think.' This was dinned into my ears so frequently that I determined I would try to get the obnoxious words changed to something less objectionable. I went to the publisher and unburdened my mind. 'Change the title!' said he. 'Why, it's the name that sells it! We offered it before it was christened, and nobody would look at it. Now it sells like ripe cherries, and it's the title that does it'"—*Manchester Guardian*.

CONFIDENCE.

The West has the largest newspapers, population considered, in the United States. More advertising is carried in the papers of Los Angeles, Portland, Seattle, Tacoma and other Pacific Coast towns than in papers circulated in districts of the East with triple the population.—*White's Sayings*.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

DRAFTSMAN—Mechanical, wanted at once, also a first class structural and an experienced architectural man. HAPGOODS, 306 Broadway, N. Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Linotype composition, twenty cents per thousand for 8-point and nineteen cents for 6-point. Write for complete rate card. FRANK E. WILSON, Kenton, Ohio.

WANTED—New and novel ideas in Window Dressing for Retail Shoe Stores. All ideas accepted will be paid for immediately. Address "D. M.," care of Printers' Ink, New York City.

A GOOD ADVERTISING SOLICITOR will get Chicago business, and represent live-trade publication. All references. Salary and commission only. Address "SOLICITOR," 533 Mound-rock Building, Chicago.

CIRCULATION MAN wants position. Will be open October 1st. Best weekly collection system ever introduced. Best references. Address "G. W. T.," care of Printers' Ink.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FRISWOLD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED, by a Metallurgical Journal an Advertising and Subscription Solicitor for the New England States to work on a commission basis. Good opportunity for the right man. Address "NEW ENGLAND," care of Printers' Ink.

MANAGER one of best known, large, very profitable Western newspapers, practical experience from bottom up, excellent record, under forty, desires change; newspaper or periodical. Communications confidential. Address "F. B.," Printers' Ink.

YOUNG man wants position in an advertising department. Varied experience—2½ years in an advertising agency. Knows publications and rates. Clean record. Best references from present employers. Reasonable salary. All questions honestly answered. "R. M.," P. I.

"ADVERTISERS' MAGAZINE"—THE Western Monthly should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desires party able to buy an interest and take full charge of the business. For particulars address "L. B.," care of Printers' Ink.

WANTED—Advertising man on the leading, progressive daily of a city of 25,000. Opportunity for a man ambitious to develop his earning capacity. Must be young, education and good character essential. Advise as to age, experience, references and salary expected. TRANSCRIPT, North Adams, Mass.

A CHICAGO Special Agent who has for many years represented three specially high-grade dailies, published at widely separated centers, and to whom he is at liberty to refer, would be glad to add one or two more of the right sort, issued at points that do not compete with those he now works for. Address CHICAGO SPECIAL, care of Printers' Ink, New York.

WANTED—An experienced copy writer. To the right man who has ability to write copy that will sell things written about, a good position is open with a well-established agency in the Middle West. In answering, please state age, experience, salary expected, by whom at present employed and whether at liberty or not. Address "ADVERTISING," care of Printers' Ink.

CIRCULATION MAN WANTED

to take charge of subscription on large, prominent weekly. Must be able to write good advertising matter and experienced in doing business by mail. Extraordinary opportunity for right man. Should be worth \$40 or \$50 a week at start. Address, stating experience, etc., "WEEKLY," care of Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 143 Metropolitan Annex, New York.

WANTED

In several States, experienced men as exclusive agents for handling Commercial Calendars, Catalogues, and Show Cards. Best references required.

CAMPBELL ART CO.,
Flatiron Bldg., New York.

Advertising Man WANTS TO MAKE CHANGE.

For the past year I have been doing more than one man's work as advertising manager of a leading Western daily, handling the regular advertisers and soliciting new business without assistance. My record has been one of continued success as a newspaper man. I was formerly on the advertising staff of one of this country's best and biggest dailies; during my last year as advertising manager of a certain Illinois paper, which I left to take present position, the advertising pages showed a gain of over a thousand columns. Am young, married, a good dresser, of good appearance, have no expensive habits and do not keep late hours. I constantly hustle after new business, can talk advertising intelligently and close many profitable contracts. I am dissatisfied at present because the town is almost at a standstill, and general business is very dull. I want to locate permanently in a live, growing Western city, and will purchase an interest in an enterprising paper if possible, or will take position as advertising man on straight salary or commission basis. I have more particulars to give on request. Address "X," care Printers' Ink.

SUPPLIES.

ADWRITER'S TYPE RULE—measures 126 agate lines; 14 other type measures; also type tables, etc. 50c. postpaid. L. ROMMEL, Jr., 61d Merchant St., Newark, N. J.

BERNARD'S Cold Water Paste now used exclusively by publishers, clipping bureaus, billposters, cigar makers, trunk, & goods stores, paste users. Sample free. **BERNARD'S PASTE DEPT.,** Tribune Bldg., Chicago.

NOTE HEADINGS of Bond Paper, $5\frac{1}{2} \times 8\frac{1}{4}$ inches, with envelopes (paid p. 100 for 60c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.25; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples **MERIT PRESS,** Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, 417 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to cash buyers.

89 Adwriting Rules (Enlarged Edition)

Tells how to prepare advertisements. Pamphlet outlines each step. Brief, intelligible and concise. All needed information about type, proof-reading, type tables, selling points and other data. Money refunded if unsatisfactory. Postpaid 25c. L. ROMMEL, Jr., 61d Merchant St., Newark, N. J.

PUBLISHING BUSINESS OPPORTUNITIES.

MAIL-ORDER PAPER.

Now is the time
To buy a mail-order paper.
I have one with over 500,000
Circulation—nets about
\$25,000; can be bought
for \$75,000. Investigate.

EMERSON P. HARRIS,
Broker in Publishing Property,
258 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING CUTS for Retailers: good; cheap
HARPER ILLUS. SYNDICATE, Columbus, O.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 5 samples, 10c. **J. C. KENTON,** Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.,** St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.,** Newark, N. J. Branches in all large cities.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.,** 29 Murray St., New York, 401 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa.
Thirteenth year; 23c. agate line.

MAIL order magazine. Circulation 25,000. Gives liberal commission to advertising agents. **SCHWED'S CREATION MAGAZINE,** 409 East 52d St., New York.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The **RECORD**, only daily, reaches 7,000 of them. Minimum rate, 4c. incl. net, plates, typesetting, 5c. incl.

The Farm Queen HARVEST HOME NUMBER SEPTEMBER ISSUE

Returns guaranteed advertisers in this issue. Double size and circulation, also special cover. Rates one cent per word. Key your ad. Should you receive less than 40 CASH REPLIES will run your ad three months free. Forms close Sept. 4th.

THE FARM QUEEN

928 Canton St., Baltimore, Md.

FOR SALE.

FOR SALE, Cheap—A large Printing Plant, complete, in bustling town. Apply Box 157, Rumford Falls, Maine.

HALF TONES for sale. We offer a lot of used half-tones in condition good as new at six cents per square inch. **FARMERS' REVIEW,** 355 Dearborn St., Chicago, Ill.

HIGH-CLASS dollar magazine of general literature; subscription list of highest quality, at moderate figure for quick sale, account of ill health of publisher. Principals only. Address "MODERATE," care Printers' Ink.

\$2,000 WILL buy best weekly in Carroll County, Arkansas. Health resort town of 5,000. Fifty thousand annual visitors. Large hotels; job office with plant. Don't write unless you mean business and have the money. **FLASHLIGHT,** Eureka Springs, Ark.

FOR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. MCCOY, Lake Charles, La.

\$1,000 BUYS a prosperous ten year old monthly fraternal paper in wealthy city; circulation 3,500 and very stable; cash circulation receipts \$90 to \$100 per month; advertising patronage can be widely extended by live young man; present publisher's time demanded by other business. Address "MONTHLY," Printers' Ink.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE,** Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISING THERMOMETERS.

SEND 10c. for sample and catalogue. **LARGE & RILEY**, 224 Richardson St., Brooklyn, N. Y.

COIN MAILER

1,000 for \$3. 10,000, \$30. Any printing. **Aeme Coin Carrier Co.**, Ft. Madison, Ia.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1.; 4x5, \$1.50.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid. 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

PAPER.

B **BASSETT & SUTPHIN**,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect
Write for high-grade catalogues.

COIN CARDS.

33 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms
from manufacturers. Cards furnished for
all makes of cabinets. Special discounts to
Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.



ADVANTAGEOUS
ADVERTISING

I write all kinds of good advertising matter—booklets, circulars, letters. Perhaps I can help YOUR business. I'm enthusiastic, anyway, and should like to hear from you. Glad to answer questions. A postal will bring rates and information.

A. L. COOKE.

L. R. 141. Amherst, Mass.

THE only advertisements that YOU carefully read are those that you find interesting, and you FIND them interesting simply because their maker **MADE THEM SO**.

No advertising is ever continuously interesting by accident, but its interest and consequent power to attract is due to a painstaking "know-how-ness" in response to inquiries suggestive of possible business. I gladly send samples of my work (of course without charge), which some of my clients regard as interesting. Possibly you might also find it so.

A. L. MAULE, 402 Sansom St., Phila. No. 66.

ADDRESSES FOR SALE.

SECURE AGENTS NOW.

We have 11,000 in all parts of the U. S., new; a few in Canada. Only \$1 per M.; the 1,000 for \$10. **S. M. BOWLES**, Woodford, Vermont.

EDITORS' AND WRITERS' OPPORTUNITIES.

CLIPPINGS AND PICTURES LOANED

Millions on all subjects, compiled from the newspapers, magazines, books, reports and periodicals of the world. Office room and use of the collection, or material sent by mail. **THE SEARCH-LIGHT INFORMATION LIBRARY**, 34 Murray St., New York.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. **STANDARD ENGRAVING CO.**, New York.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTD. CO.**, 514 Main St., Cincinnati, O.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

BOOKLETS.

AD POINTS. A booklet for the retailer. Money's worth or money back, 25 cents. **J. H. HATHBUN**, Sedalia, Mo.

1,000 8-page Booklets, \$9.

Address, or call,
Room 5, 835 Broadway, N. Y.

BOOKLETS WRITTEN \$10.

For \$10 I will write and plan for you a high grade, 8-page, industrial booklet. No charge if dissatisfied. Send instructions and complete data—testimonials, testimonials, etc.—in first letter. Address, **H. HALVORSON**, 2634 Girard No., Minneapolis, Minn.

TO ADVERTISERS.

LET US DISTRIBUTE your advertising matter. We have an organization that enables us to cover any territory and reach any class of people. Through reliable Distributors located throughout the United States and Canada we can distribute your matter more effectively and for less than half the cost to you in any other way. **OUR DISTRIBUTORS' DIRECTORY** mailed free to advertisers desiring to make contracts direct with our Distributors. We Guarantee Good Service. References—Bradstreet. **NATIONAL DISTRIBUTING CO.**, 700 Oakland Bank Building, Chicago, Ill.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER" we make an **IMITATION TYPEWRITTEN LETTER** and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE IRLAND ADVERTISING AGENCY. Write for *Different Kind Advertising Service*. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, Oakland, Cal.—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

PATENTS.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. H. LACEY**, Washington, D. C. Estab. 1869.

S **SHEPHERD & PARKER**,
Solicitors of Patents and Trade Marks
508 Dietz Bldg., Washington, D. C.
Highest references from prominent manufacturers. Hand book for inventors sent upon request.

NEW-STATE TRIBUNE

Successor to
MUSKOGEE WEEKLY TIMES
and MUSKOGEE
WEEKLY DEMOCRAT.

Seven - Column Fourteen-
Page Weekly Newspaper.

Circulation, 16,000.

Goes to every Postoffice
in Indian Territory.

Read by the Families of
over 13,000 Farmers.

Write for Circulation Statement
and Rate Card. Address

SETH K. CORDON,
Business Manager,
MUSKOGEE, IND. TER.

Within the Past
Year We
Have Supplied



THE GOVERNMENT
PRINTING OFFICE

At WASHINGTON, D. C., With Over

100,000

POUNDS OF

MONOTYPE METAL

WITHOUT A SINGLE COMPLAINT.

Has a record like this ever been surpassed
in the manufacture of Printers' Metals?

We make a specialty of the manufacture
of Metals for Printers—Monotype, Linotype,
Stereotype, Electrotypes, Autoplate, Com-
positives.

MERCHANT & EVANS CO.

Successors to

MERCHANT & CO., Inc.

SMELTERS. REFINERS,

PHILADELPHIA.

New York
Brooklyn

Chicago
Kansas City

Baltimore
Denver

AN OLD FRIEND

Are you still in the ink business? If so, please send price list and sample book. About six years ago I used to buy from you (Starnaman Bros.), but we sold out, and I have now started again.
—W. A. Starnaman, Berlin, Ont.

My customers may move from town to town or State to State, or even country to country, but they always remember the name of Printers Ink Jonson when the subject of Ink is mentioned. Far and wide have I been hailed as the friend of the poor, downtrodden small job printers, who released them from the bondage of high prices by my method of selling a quarter-pound can of the finest job ink (any color) for 25 cents. Send for my sample book of one hundred and twenty-five specimens of my best selling inks. Money refunded when goods are not found up to the highest standard of quality. Address

PRINTERS INK JONSON

17 Spruce St., New York.

Announcement

HARMSWORTH SELF-EDUCATOR MAGAZINE

will start its American Edition with the issue of
October 25th—

300,000 Copies

and will be issued every other Thursday thereafter, fortnightly; 15 cents a copy; \$3.75 a year.

This publication has made an immense success in England and in Canada. **\$2,500,000** have been received from English subscribers during the past eleven months.

Its circulation possibilities in the United States have been intelligently measured by the large number of voluntary subscriptions received from Americans for the Canadian Edition.

The circulation work is planned upon very broad lines.

\$50,000 will be spent in advertising during the first few weeks alone.

Advertising rate very low—\$120 a page.

Classified rate—60 cents per agate line.

Rates subject to change without notice.

This is good—Come in!

RICHARD WOOD,

Advertising Manager.

INTERNATIONAL PUBLICATIONS, LTD.

224 FIFTH AVENUE, NEW YORK.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Just what result is supposed to be achieved by this Westinghouse effort is unknown, but whether it is intended for an advertisement, or a poster, or a label, is of no particular importance, for however used the design is pale, weak and ineffective. Number two utilizes the same space to better advantage, and for whatever purposes it might be used would present a

upper left-hand corner is simple in construction and in meaning. It illustrates a gas-light which hangs in an inverted position, therefore the picture serves a worthy purpose, and serves it well. In the



much stronger appearance and
print better.

The exact value of diagrams of construction in general publicity is more or less a matter of doubt. Things so plain and simple that anybody can understand them are of course always useful, but things of an involved and complicated nature are a waste of space. Here is an advertisement of the National Gas Light Company of Kalamazoo: the illustration in the



lower right-hand corner there appears a mechanical drawing of an automatic regulator. It is safe to say that the only readers of the magazine in which this advertise-

Brighten Your Home —
 by a National Invented Gas Light



The National Automatic Regulator Makes

It controls the supply of gas under varying pressure, allowing just enough gas, at all times, to penetrate to fill the mantle which prevents the wasting of gas, over heating of metal parts, breaking of globes, and ensures a perfect light.

and inverted Gas Light gives a steady, full light downward (where does the candle power at is the cost, of any vertical gas light, and 5 times over of an electric light, at 1-2 the cost.

The National Inverted Gas Light gives a steady, full light downward (where desired), at twice the candle power at $\frac{1}{4}$ the cost, of any vertical gas light, and 3 times the candle power of an electric light, at 1-2 the cost.

The Railroad Invented Weather is so constructed that no jar or draft of air, can break it. It will last twice as long as any other weather.

The oil and gas and air being heated before combustion greatly increases the fuel efficiency, so there is no exhaust gas, the National Inerted cannot disperse the ceiling. The National Inerted is sold under a Positive Guarantee.

The National may be had for the asking, and \$1 75, at all reputable dealers in lighting fixtures. If your dealer does not mention this, write us.

Booklet, fully explaining the advantages of the imported gas light, sent on application.
Made by the
National Gas Light Company, Newmass, Mich.

NATIONAL GAS LIGHT COMPANY, Kalamazoo, Mich. *Authorized & Regulated.*

ment appears who will be inter

ested in that particular illustration

ion or who will understand it

are people interested in gas-light

ng and acquainted with the var

our appliances connected with the

form of illumination. However,

Other of administration. However

the cut doesn't take up much room and perhaps it is worth while.

* * *

As another illustration note this advertisement of the Meteor Circulating Coffee Percolator. The only illustrative feature of this advertisement is found in the two sectional drawings, neither of which in the original quarter-page advertisement was distinct enough to tempt examination. The copy does not explain anything about how the pot works and therefore

plain as "A, B, C" to everybody else—which is a very serious error. As a rule, the very simplest details about the materials or construction of a commodity are full of interest to people who know nothing about them, yet many advertisement constructors are criticised because they study such details carefully and treat them exhaustively.

* * *

The gentlemen about to eat—as you will notice in this advertisement of Mr. Hoyt's—first looks up each article placed before him in a sixty-four page book and finds out whether it would be safe and wise for him to eat it. Nowadays we are instructed by experts as to what we shall do and how we shall do it, from the cradle to the grave, but it must be rather tough to sit down to a ten course dinner and

BETTER COFFEE

All the good
and none of the
bad—if you make
your coffee in a



METEOR

CIRCULATING
Coffee Percolator

—a better drink and
One-third Saved

100 different styles and
sizes. Send for booklet
No. J-9 giving illustration
and description.

MANNING, BOWMAN
& Co.,
Meriden, Conn.

throws no light upon the pictures. This is a case in which but one person in five hundred is likely to understand anything about what these pictures mean. Such being the case, it would be wiser to omit them altogether, or to use a larger space so as to show them up better and at the same time take the trouble to explain just what they mean, if they mean anything at all. It is interesting, though rather depressing, to note the number of advertisers who print pictures which mean nothing at all to the lay mind and then withhold all explanation. It is probable, in most cases, that the advertiser is so thoroughly familiar with his article and the principles upon which it is based that he supposes that it must be as

What do you really know about the food you eat?

FEW people really realize the vital importance of a thorough knowledge of Food Values.

Prof. Parshall, the recognized authority on Food Values, has therefore written a book which tells—simply, clearly and interestingly—just what to eat, what not to eat, and all the "whys."

It also explains in detail the various kinds of foods and shows their exact component parts, relative food values, etc.

Over 25,000 leading physicians and thousands of laymen have read and endorsed this book.

64 pp., limp black leather cover—\$1 a copy, postpaid. Paper cover edition, 50c a copy.

Special Offer

As a special offer to readers of *Review of Reviews* we will send a copy of the *Paper Cover Edition* free to the first 500 readers who enclose 2 cents in stamps to cover postage.

Arthur S. Hoyt, Food Expert
90 G West Broadway, N. Y.



be obliged to consult a printed authority upon every dish before daring to stick a knife or fork into it. However, the advertisement is well constructed, the space is judiciously used, and the advertisement, as a whole, presents an attractive and creditable appearance in the magazines in which it appeared.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

BALDWIN, L. I.

Editor Ready Made Department:

I inclose a copy of the Souvenir Journal of the Ladies' Aid Society of the Baldwin M. E. Church, Baldwin, L. I.

It is generally admitted that advertising in a church fair programme is a waste of money, but I think that you will agree with me that it depends upon *circumstances* and the *copy used*.

The circumstances in this case are these: Baldwin is a small place, about 2,500 population; it has no newspaper, so a "Plumber and Electrician" must seek some other way to interest possible customers in his work.

I understand that 3,000 of these programmes were printed and are to be distributed not only to the people who attend the church fair, but also to people who own homes in Rockville Center and Freeport, these places being the two adjoining villages.

Now if an advertiser takes space in these programmes and fills it with the *right kind of copy*, why don't it get possible customers interested in and *talking about him and his work*.

The ad I refer to is that of Howard Wortman, Plumbing, Heating and Electrical Work, on page 2.

This ad cost the advertiser \$10. If it results in Mr. Wortman's installing but *one* of his Pneumatic Water Systems it will well repay him—to say nothing about the "System" being brought to the attention of a good many people who own homes there and are in need of a reliable water supply or system.

I would appreciate very much your criticism, through PRINTERS' INK, of the ad mentioned.

I have just read with profit your criticism on the "Dental Ad" of Drs. Burlew & Yarrow, in the current issue of PRINTERS' INK.

Thanking you for past favors,

Very truly yours,

ARTHUR D. FERRIS,

P. O. Box 214, Baldwin, L. I.

It may, occasionally, under the conditions named above, be worth while to invest ten dollars in programme advertising. Certainly that is not a high price to pay for 3,000 circulation if the quality is right. But, even then, I should prefer to spend another ten or twenty dollars and send a good circular direct to the home owners in my territory. I doubt if a church fair programme, one that

merely names the ladies in charge of the various enterprises for coming between a man and his money, gets very much attention. While at the fair nobody particularly needs the programme, and certainly nobody will read it through afterward. And, besides, half the people that get one no more need a pneumatic water system than a dog needs two tails. The ad is all right, but I believe it would do more good if served hot to individual house owners on the back of a nice large mailing card. It would then be without the competition of other ads on adjoining pages, would reach the right people and be reasonably sure to be seen by them, whether read through or not. It strikes me it would be a good idea to make a comparison of costs, as between this system and the elevated tank scheme. The ad was good in text and display and I believe it deserved a better chance than it probably got in the church fair programme. Here it is:

WORTMAN'S PNEUMATIC WATER SYSTEM.

This new system has been thoroughly tested and gives excellent satisfaction. It will do all that a city water supply will—and *more*. A pressure of fifty pounds is easily obtained, which is greater than the water pressure of New York City.

With my system you get a pressure equal to the pressure from an elevated tank 115 ft. high.

Think what such a pressure means to you in case of fire. With the elevated tank system, the pipes and tank are exposed to the weather. My system is placed in the cellar—no stagnation, no freezing, no trouble. It is operated by electric motor and controlled by an automatic switch. It requires attention but once a month—and then only a few drops of oil. The cost is not so much as you might suppose. Let me estimate.

HOWARD WORTMAN,

Baldwin, L. I.

Plumbing, Heating and Electrical Work.

LOUISVILLE, Ky.

Editor Ready Made Department:

I have gone to writing coal ads. Inclosed are copies of my first efforts in this line.

Will you please tell me if I have started right. Thanking you, I remain,

Yours truly,

L. A. SHAFER

As I have said before Mr. Shafer's ads are nearly always good. The exceptions are so rare as to be hardly worth noticing. These coal ads are not remarkable, but are so much better than the average as to be worthy of reproduction in this department. I have often wondered why coal dealers have not taken the trouble to test their particular brands against those sold by competitors to determine the actual heat units in a given number of pounds of the various brands, publishing the results as advertisements. The competing brands need not be mentioned by name but could simply be referred to as "other brands." The comparisons might also be shown with good results by means of plain rules cut to represent the relative number of heat units found in the different kinds so tested. It strikes me that this would make excellent advertising, and at any rate it would be distinctly different from anything that I have yet seen:

"JENUINE" JELLICO COAL.

For stoves, grates, furnaces, use Jenuine Jellico. Your coal troubles will be few and far between. Can be depended upon to give the best results wherever used. Thousands have burned it in years gone by—thousands more will use it in years to come. It's time to fill your coal bin now—prices are reasonably low.

A bulletin for the shrewd coal buyer. Jenuine Jellico is the ideal fuel for heating homes. Intensely hot. Being doubly screened, it is extraordinarily clean and lumpy. Makes very little ashes—does not clinker. Never fails to hold fire over night. Like other good things—often imitated, but never equaled. Our representative will call and tell you more about it. Drop us a line or Phone 289.

\$13 Buys 100 Bushels.

JELLICO LAUREL COAL AGENCY,
Tenth and Broadway,

R. A. Watson, Mgr.

Good Wall Paper Publicity. From the
New York Evening Telegram.

Wall Paper.

Our methods of selling wall paper take all the uncertainty out of buying. We show papers under both natural and artificial light, and on large surfaces, making it possible for you to see exactly how your choice will look on your walls.

A style, a price and a design for everyone.

For the Dining Room and Library.

Forest and fruit Tapestries, Burlap and Fabric papers especially designed for the latest decorative treatments. Heraldic, Colonial and Modern Art papers.

15c., 25c., 35c., to \$5 per roll.

Lin-O-Wall is superior to any known wall hanging for the Hall or Dining-Room. Being solid relief it does not show wear.

HENRY BOSCH CO.,

Broadway at 19th St.,

New York.

Sounds Like a Good "Tip" on Trunks,
From the Oil City (Pa.) Semi-Weekly
Derrick.

Are You Posted

as to the difference between a trunk made in Philadelphia, Rochester and Buffalo and a trunk made in the West or South. All look alike but there is a great difference in service. Because of the better materials used, and higher priced labor, the Eastern made trunk will give almost double the service of either of the others and vary little if any in price.

\$2.50 to \$20.

Suit Cases,

The heavy straw board case covered with sheepskin, looks as well to buy as a solid sole-leather case, but wear tells the story.

We try to sell every person sole-leather cases, linen lined and a shirt pocket for \$5, but as every one don't want that price case, we've others at \$1, \$2, \$3 and \$10.

Satchels, Telescopes, Shawl Straps and Trunk Straps.

LAMMERS,

One Price Clothier,

41-43 Seneca St.,

Oil City, Pa.

DEVRIES THE DENTIST,
36 E. Eighth St., Citizens' Phone 133.
HOLLAND, Mich.

Editor Ready Made Department:

Have written you twice, inclosing some of my advertising work, but have failed to hear from you through your magazine or otherwise.

I again inclose some samples of my work, and a return envelope. Would like your criticism. If you consider work too commonplace for your department please return same with your comments.

Have found the Ready Made Ad Department both instructive and interesting and hope you may see your way towards giving me some advice.

Yours truly,
R. C. DEVRIES.

The neglect was wholly unintentional, and it was my impression that attention had already been given your previous communications. Your ads are good—all sound sincere; some contain information, and I like your idea of printing prices. The "money back" proposition is good, too, if you "make good" on it, which I do not question; and you add some weight to your words by printing the testimonial, though it would have been stronger had your work been subjected to a longer test. I think if I were advertising dentistry, I should say something now and then about the treatment of exposed nerves—about methods of removing them without making the patient feel as though he were losing all his teeth simultaneously with the top of his head. People who have had one of those barbed piano-wire broaches run down into the nerve canal, twisted around and suddenly withdrawn, will appreciate the kind of advertising to which I refer. But it seems difficult to strike a new note in dental advertising without making claims that are absurd, and perhaps, after all, the best that can be done is to tell of the progress that has been made in dentistry—how operations which, a few years ago, were extremely painful or impossible are now very nearly if not quite painless and comparatively easy. But don't talk about

it in a general way—be specific and informative.

**LET YOUR TEETH HELP
NOURISH YOUR BODY.**

To get full benefit from your food it should be thoroughly masticated.

Perfect mastication is only possible when the teeth are in a perfect condition.

To have and keep perfect teeth—consult with Devries the Dentist.

The Devries method of dental work is the kind that gives satisfaction.

Every operation, large or small—difficult or easy—receives the same careful consideration, with the object of getting the best results—of giving the least pain—of pleasing the patient, at a price within the reach of all.

To show the faith we have in our work we make this standing offer:

Satisfaction Guaranteed or Money Refunded.

With this fair offer before you can you afford to neglect your teeth?

Plates, \$5; Gold Fillings, up from 50c.; Silver Fillings, 50c.; Cement Fillings, 50c.; Teeth extracted painlessly, 25c.

DEVRIES THE DENTIST,
36 East Eighth St.

*A Good Savings Bank Ad. From the
Washington (D. C.) Star.*

25c. Saved Daily

and deposited in our Savings Department at a per cent compound interest will in ten years amount to \$617.71.

\$1 will open a savings account. Savings Department open from 6 to 9 p. m. on Saturdays for convenience of depositors.

THE TRADERS' NATIONAL BANK,

10th Street and Pa. Ave.,
Washington, D. C.

Quickly Absorbed. From the Richmond (Va.) Times-Dispatch.

Sponges

We're headquarters for the best Bath and Buggy Sponges. When you need a good one—one that will give you satisfaction—remember this is the place to get it. The prices range from 5c. to \$5.

Bath Brushes, Bath Gloves, Wash Bags, Talcum Powder, Soaps.

T. A. MILLER,
(Incorp.),
Four Drug Stores.
Richmond, Va.

Smooth, Easy Wording of a Good Policy. From the Richmond (Va.) Times-Dispatch.

Fine-Spun Phrases

are merely "paper sentiments," unless backed by fine-spun fabrics and helpful service.

We're not content to rake the markets as with a fine-toothed comb to obtain the best clothes for you.

From dawn to dusk our salesmen are taught to be attentive, alike to him who comes a-buying and him who comes just a-spying.

A fig for the temporary sale! It means nothing to us except an opportunity to prove to you that there's one clothes shop in Richmond which really, truly "makes good."

Our friends know us—our friends' friends will, if our friends will give us a friendly "knee up" now and then.

Serge suits, \$9.75 to \$16.50.

JACOBS & LEVY,
Richmond, Va.

Quite Convincing. From the Albany (N. Y.) Evening Journal.

Dentistry Without Pain

Pain comes from a disturbance of the nerves. The cause is the same in a tooth or in a finger. It can be controlled in either place, but it is more difficult in the finger than in the tooth.

Our method of crowning and filling teeth without pain does not employ any dangerous drug, does not cause sleep, or benumb the faculties in any way. Yet with it we can even cut into a live nerve and remove it without a single throb of pain to the patient.

When you have dental work done you want it done so that it will last, and you don't want it to hurt. Come in and talk with us about our methods. We don't charge for examination and consultation. We may be able to save you money and pain too.

CADY DENTAL CO.,
30 North Pearl St.,
Albany, N. Y.

Are You Thinking About Going to College?

If you are at the bottom and expect to stay there, always competing with the least intelligent, and poorest paid class of labor—don't go to college.

If you don't want to go—don't go.

If you are a genius, heaven endowed—do as you please about going.

If you have no brains, no push, no energy, no ambition—don't go. Without these things you cannot succeed, whether you have a college training or not.

But if you are an average boy, if you are anxious to succeed, if you have made up your mind that you are going to use every intelligent means to success, and if you have made up your mind that you are willing to work—Go to College. Prepare at the

BROWN PREPARATORY
SCHOOL,
Broad and Cherry Streets,
Philadelphia, Pa.

A Good Name and a Good Ad for a Tough Shoe. From the Riverside Daily Press, Riverside, Cal.

It Pays to Put Buckskins On the Boys.

The A. B. C. Store advocates Buckskin Shoes for boys' wear because there are no other shoes made that are so tough and strong and will stand so much hard wear.

If your boy doesn't wear buckskin shoes you're not getting the best possible value for your shoe money. Let the A. B. C. Store fit your boy with a pair to-day.

Price \$2 and \$2.50.
Mail Orders Filled. Shoes Repaired.

A. B. C. SHOE STORE,
A. B. Clark, Proprietor,
766 Main Street,
Riverside, Cal.

CLIPPED AND PASTED.

PAT—What be yer charge for a funeral notice in yer paper?

Editor—Half a crown an inch.

"Good heavens! An' me poor brother was six feet high."—*Tit-Bits*.

An exchange has developed the biggest trust on earth. It is the country newspaper. It trusts everybody, gets cussed for trusting, mistrusted for cussing, and if it busts for trusting, gets cussed for busting. So there you are.—*The Rambler Magazine*.

DISLIKED THE WORD.—"Then," said the reporter, "I'll say several pretty songs were rendered by Miss Porkingham."

"Oh," replied the hostess, "you mustn't say 'rendered.' You see, her father made all his money in lard."—*Philadelphia Ledger*.

FOILED AGAIN.—"I wrote this little poem to keep the wolf from the door," said the long-haired party who had bearded the editor in his den.

"You're at the wrong number," answered the blue-pencil wielder. "There's no wolf loafing around my door."—*Chicago Daily News*.

DEDUCTIVE REASONING.—Hotel Reporter—I've got a breezy little talk here with a Scranton, Pa., man, but—

City Editor—Well—

"There's an important omission. I forgot to inquire his business."

"Oh, that's easily supplied. He runs a correspondence school, of course."—*Puck*.

SIGNS ALL RIGHT.—Bacon—"This paper says a London butcher has in his window a placard reading, 'Wanted, a respectable boy for sausage.'"

Egbert—"Well, I don't see anything wrong with that, so long as it doesn't say respectable sausage."—*Yonkers Statesman*.

SENSATIONAL REDUCTION.—"You advertise that you guarantee these bathing suits," she said. "What do you mean by that? In what way do you guarantee them?"

"We guarantee them to shrink, madam," courteously replied the merchant.

"You may send me one."—*Judge*.

MISTAKEN IDENTITY.—A new reporter had joined the staff. He was writing up his first assignment which was the resuscitation of a half-drowned woman. The city editor looked over the scribe's shoulder and this is what he read: "The fair form lay on the dock, and her short pants—"

"Tut, tut, young man," said the city editor, "none of your Zola realism; not on this great religious daily. Drop that pants business."

The new reporter smiled sottly and wrote on: "for breath showed that consciousness was slowly returning."—*Clover Leaves*.

HELP WANTED.—"Here's a wireless message," announced the business manager, "from a man who desires to take our entire 'Help Wanted' department for to-day's issue."

"Where is he?" inquired the managing editor.

"On a capsized boat about four miles out in the Atlantic Ocean."—*Pittsburg Post*.

HARD LUCK.—"Oh, my!" exclaimed Mrs. Byers over her evening paper, "isn't that too aggravating?"

"What's the matter?" demanded her husband.

"Why, Banger & Co. are offering unusual bargains in their drug department. Here's a chance to get a complete line of patent medicines at prices cut right in half, and none of us are sick."—*Philadelphia Press*.

Two of the younger writers of New York's bohemian set were talking, and one said:

"I sold a story yesterday to Mr. Blank, editor of the Prize Winner Magazine."

"That's good," responded the other, cordially. "Did you have a talk with him?"

"Yes."

"Odd sort of chap, but nice. Miss Dash took him a story not long ago and he declined it. She asked him if he would tell her why and he said: 'Really, Miss Dash, that story is too good for us. What we want is rot—nice, sweet rot.'"—*Sun*.

"EDITING a newspaper is a nice thing. If we publish jokes people say we are rattle brained. If we don't we are fossils. If we publish original matter they say we don't give them enough selections. If we give them selections they say we are too lazy to write. If we don't go to church we are heathens. If we do go we are hypocrites. If we remain at the office we ought to be out looking for news items. If we go out then we are not attending to business. If we wear old clothes they laugh at us. If we wear good clothes they say we have a pull. Now, what are we to do? Just as likely as not some one will say that we stole this from an exchange. So we did."—*McCune Herald*.

AN APOLOGY.—We had set ourselves down to get out something of a paper this week—a hummer—when the excitement of the approaching show day just knocked everything galley west. With the jig music from the rehearsals overhead in the opera house all day long for the Episcopal church benefit, and the blare of the circus band Thursday, we just could not keep our feet still long enough to write anything worth putting in the paper. Not that we write with our feet however, bad as we do. Then the devil—our own devil, understand; not the Old Boy himself—says he won't work circus afternoon, and we don't blame him. Hence we go to press like Richard III., "scarce half made up" and as full of errors as the "Comedy."—*Western Press of Mercer*.